

ARCHIE
ROMANCE
SERIES

NO. 28
OCT. 75¢

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KATY KEENE

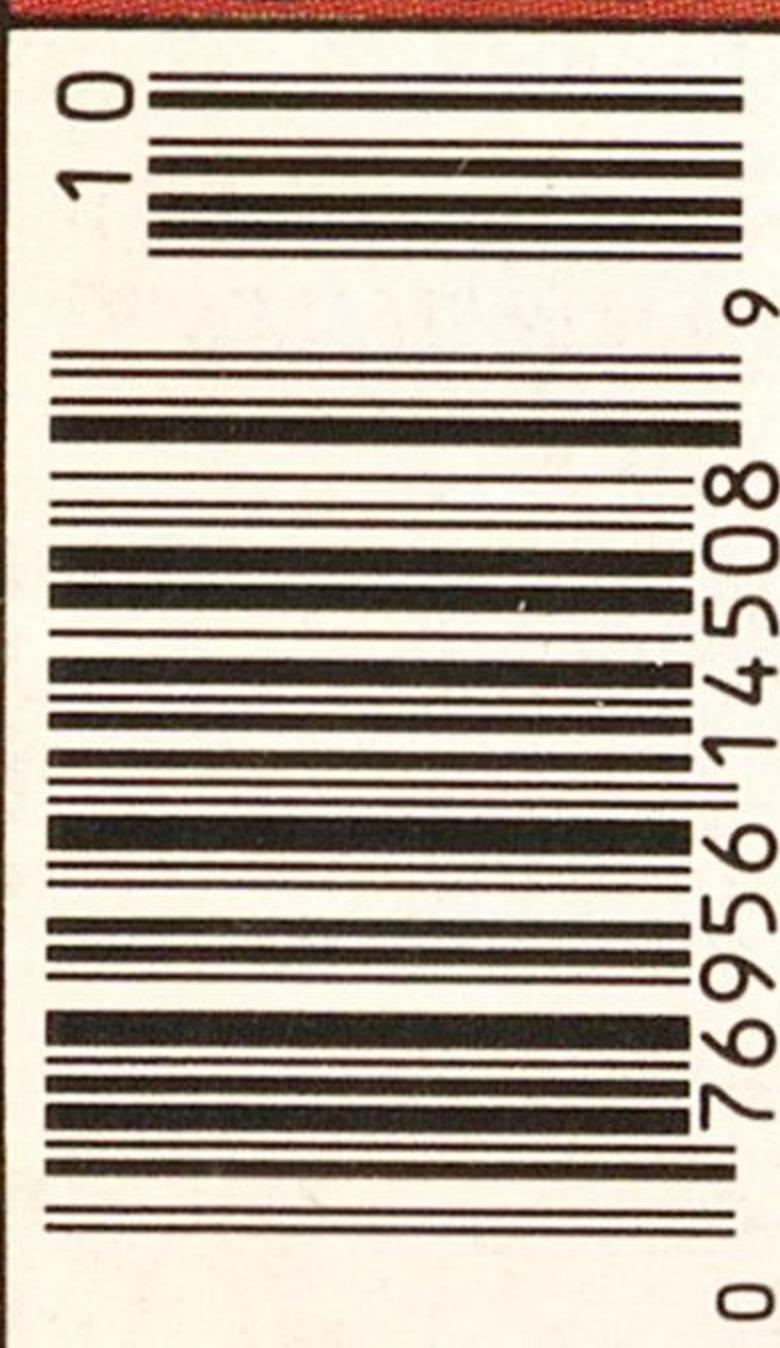


14508

S.M.

OH, BOO HOO!
(SNIFF) I CUT MYSELF!
I NEED A **BANDAGE**,
KATY?

OH, GLORIA, IT'S
JUST A SCRATCH ANYWAY!
WHERE WOULD WE FIND
A BANDAGE AROUND
HERE?



FREE

with proofs
of purchase

m&m's™

PAINTER'S CAP



Also available:

m&m's® CUSTOM DESIGNED SHIRT

ONLY \$7.95 WITH TWO PROOFS
OF PURCHASE

To find out how you can get your own "M&M's"™ Painter's Cap or take advantage of this great "M&M's"® Custom-Designed Shirt offer, see the easy-to-follow instructions below. Look for "M&M's"® Chocolate Candies in a store near you and start saving your wrappers today!

For your FREE "M&M's"™ PAINTER'S CAP (one size fits all)

Send 10 proofs-of-purchase (UPC Symbols) from any Singles or King Size package of "M&M's"® Plain or Peanut Chocolate Candies OR 3 proofs-of-purchase (UPC Symbols) from any 8 ounce or larger package of "M&M's"® Plain or Peanut Chocolate Candies for each cap ordered.

Please send me _____ "M&M's"™ Painter's Cap(s). I have enclosed _____ Singles or King size proofs-of-purchase (10 for each cap) and/or _____ 8-ounce or larger proofs-of-purchase (3 for each cap) for each cap ordered.

For Your "M&M's"® CUSTOM-DESIGNED SHIRT (100% Cotton)

Send \$7.95 (Check or money order payable to Shirt Offer) and 2 proofs-of-purchase (UPC Symbols) from any size "M&M's"® Plain or Peanut Chocolate Candies for each shirt ordered.

MARK QUANTITY WANTED FOR EACH SIZE ORDERED: (100% Cotton)

Small Child 6-8 (_____) Medium Child 10-12 (_____) Large Child 14-16 (_____) Small Adult 32-34 (_____) Medium Adult 36-38 (_____) Large Adult 40-42 (_____) Extra Large Adult 44-46 (_____)

I have enclosed \$_____ (\$7.95 for each shirt) and _____ proofs-of-purchase (2 for each shirt).

MAIL TO: Shirt and Cap Offer
P.O. Box 667
Young America, MN 55399

Name _____
Address _____
City _____ State _____ Zip _____

Do not send cash. Allow 6-8 weeks for delivery. Offer void where prohibited, taxed or restricted. Offer good until 6/30/89 or while supplies last.

KATY KEENE WALKS LIKE AN EGYPTIAN IN -

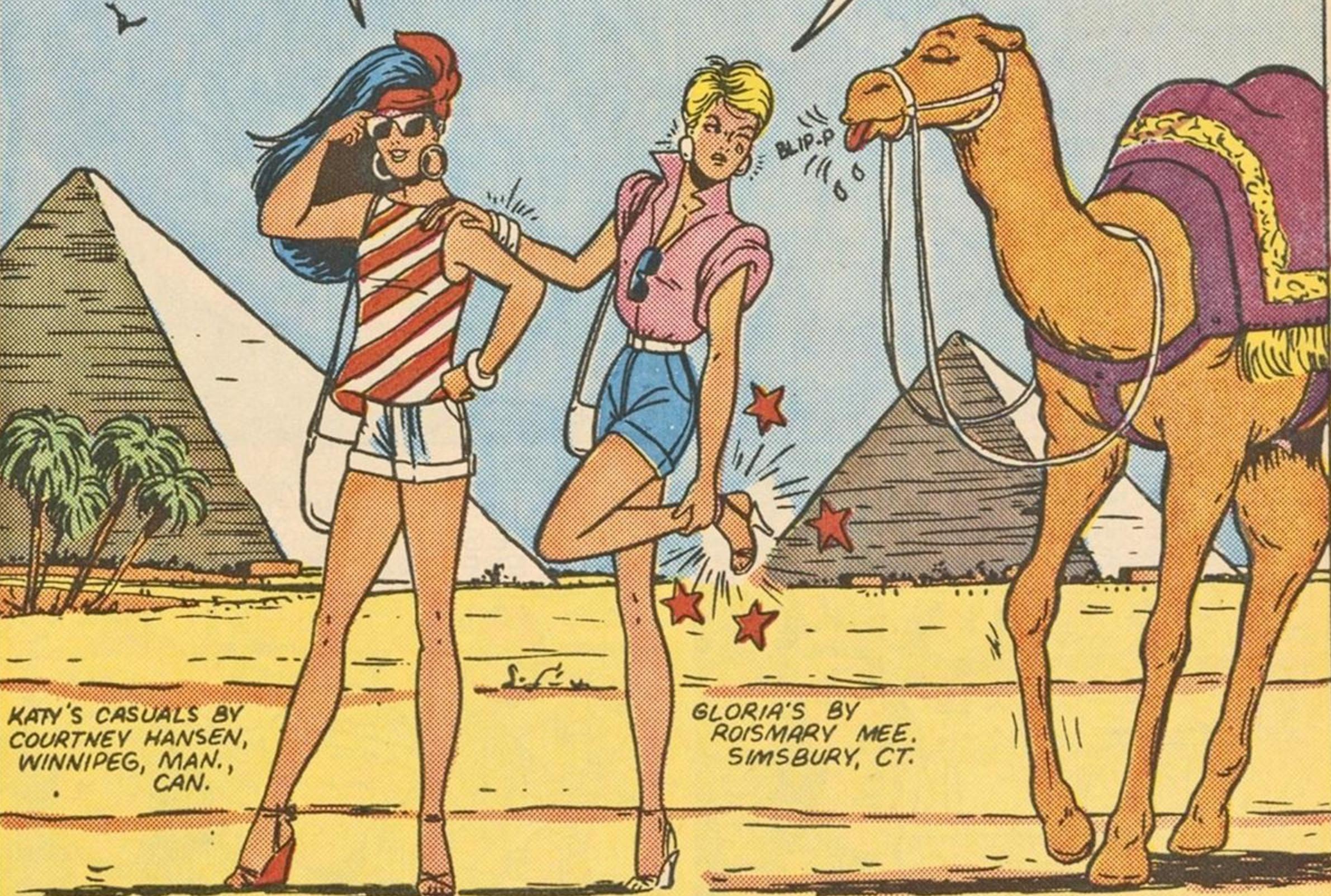
"Date with a MUMMY"

KATY, GLORIA, CLICK, AND RAMON ARE VISITING THE CRUMBLING TOMB OF AN ANCIENT EGYPTIAN PHARAOH - LET'S JOIN THEM! ---

EGYPT - LAND OF A THOUSAND WHISPERED SECRETS IN THE SWIRLING SANDS! AREN'T YOU THRILLED WE'RE HERE, GLORIA?

I'VE GOT SAND IN MY EYES,
THE HEAT IS UNBEARABLE AND
THIS CAMEL JUST STEPPED
ON MY FOOT!

HAIRSTYLES BY
APRIL DUNETZ,
BROOKLYN, N.Y.



KATY'S CASUALS BY
COURTNEY HANSEN,
WINNIPEG, MAN.,
CAN.

GLORIA'S BY
ROISMARY MEE.
SIMSBURY, CT.

SCRIPT: RICHARD PIETRZYK PENCILLING: JOHN LUCAS INKING: CHIC STONE LETTERING: BILL YOSHIDA COLORING/PRODUCTION: BARRY GROSSMAN EDITOR-IN-CHIEF: MICHAEL SILBERKLEIT

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ACCORDING TO MY GUIDE BOOK, THERE'S AN ANCIENT CURSE ON ANYONE WHO DARES TO SET FOOT IN THIS TOMB!

A CURSE? HOW EXCITING!

GIVE ME A BREAK! THE WORST THINGS IN THE EGYPTIAN TOMBS ARE USUALLY THE TOURISTS!

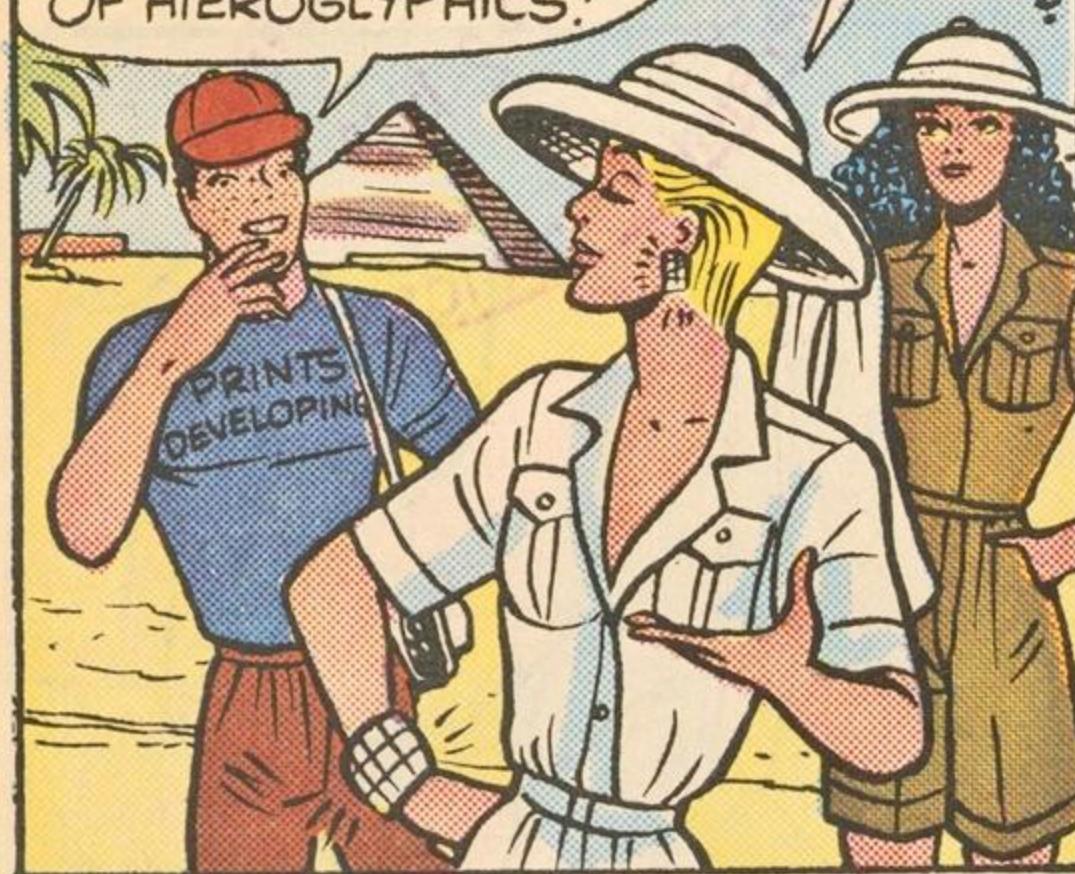
I'D LOVE TO TAKE SOME FASHION PHOTOS OF KATY AND GLORIA ON THE INSIDE!



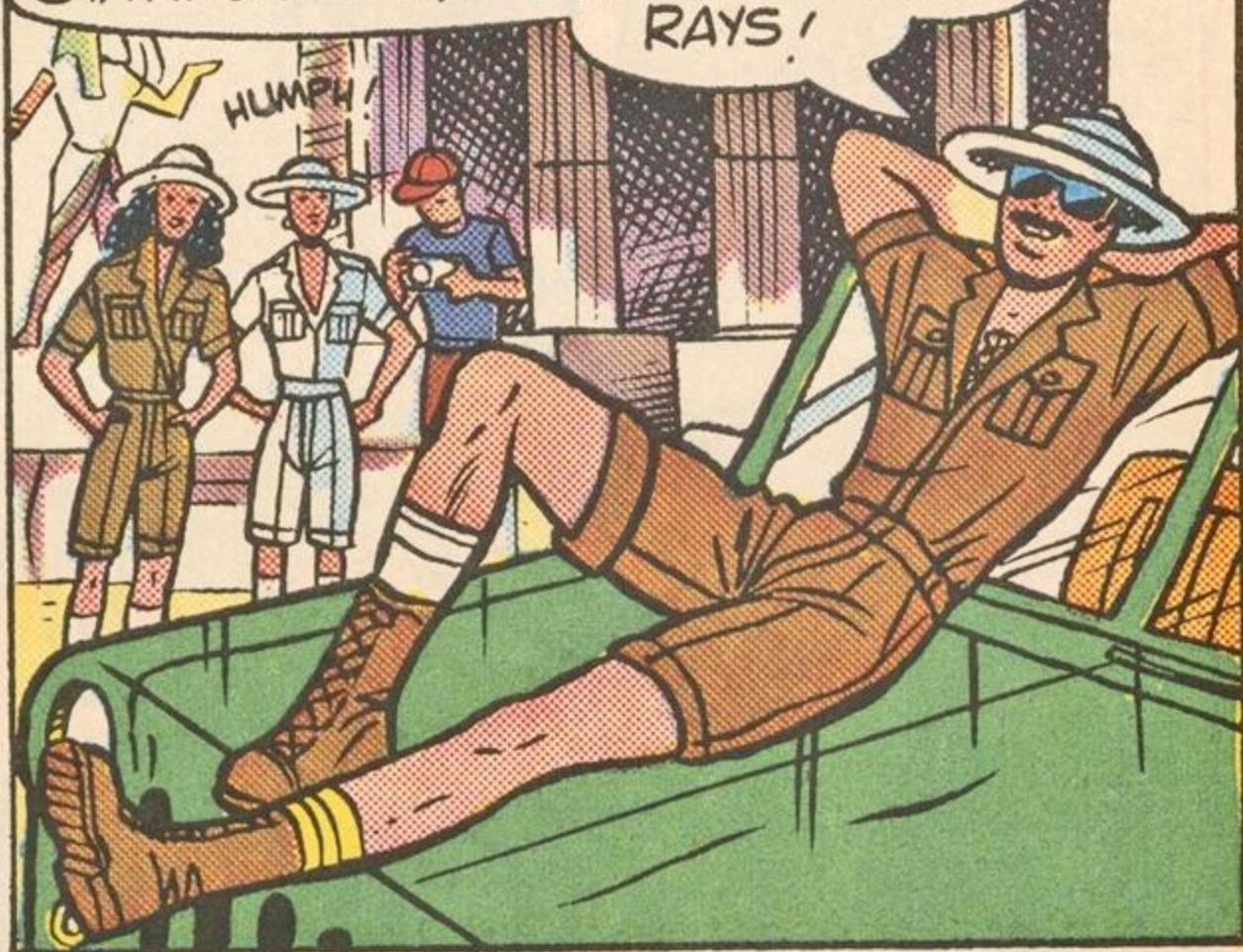
ARCHAEOLOGIST OUTFITS BY LILLIAN JOHNSTON, BALDWIN, KS.

I CAN JUST SEE THE GIRLS DRESSED LIKE EGYPTIAN PRINCESSES POSING AGAINST A WALL OF HIEROGLYPHICS!

SO LET'S GO IN! UNLESS YOU'RE AFRAID!



CLICK, YOU BE THE TOUR GUIDE FOR AWHILE! I'VE HAD IT WITH SIGHTSEEING. I'M STAYING HERE AND CATCH A FEW RAYS!



CLICK'S OUTFIT BY DANIELLE KIVERIS, PRINCETON, N.J.

WOW! LOOK AT THESE WALL PAINTINGS AND HIEROGLYPHICS! I HAVE TO GET THIS ON FILM!



CLICK CAN KILL A WHOLE DAY SETTING UP HIS EQUIPMENT! COME ON, KATY, LET'S EXPLORE THE REST OF THE TOMB!



GEE! THESE CORRIDORS ARE INCREDIBLY DARK! I HOPE THERE ARE NO BATS HANGING FROM THE CEILINGS OR SNAKES CRAWLING AROUND!



OOOH-H! LOOK AT THE EXQUISITE CARVING OF QUEEN NEFERTITI! CAN YOU IMAGINE WHAT IT WOULD BE LIKE TO HAVE LIVED AS A PAMPERED PRINCESS!



KATY'S EGYPTIAN QUEEN GOWN BY ELIZABETH GODFREY, METARIE, LA.

THE OPULENT CLOTHES,
THE GLISTENING JEWELS,
SAILING DOWN THE NILE
ON A GOLDEN BARGE!

SERVANTS WAITING ON ME
HAND AND FOOT, MARBLE STATUES
OF ME EVERYWHERE, MY
FACE ON THE SPHINX!



GLORIA'S GOWN BY
REBEKA BEARDEN
LOS BANOS, CA.

OH! DID I SEE SOMETHING MOVE BACK THERE?



EEK! A MONSTER!



KATY'S HAIR BY CRISTINA NIETO, AURORA, CO.

EEK!

COME BACK, KATY!



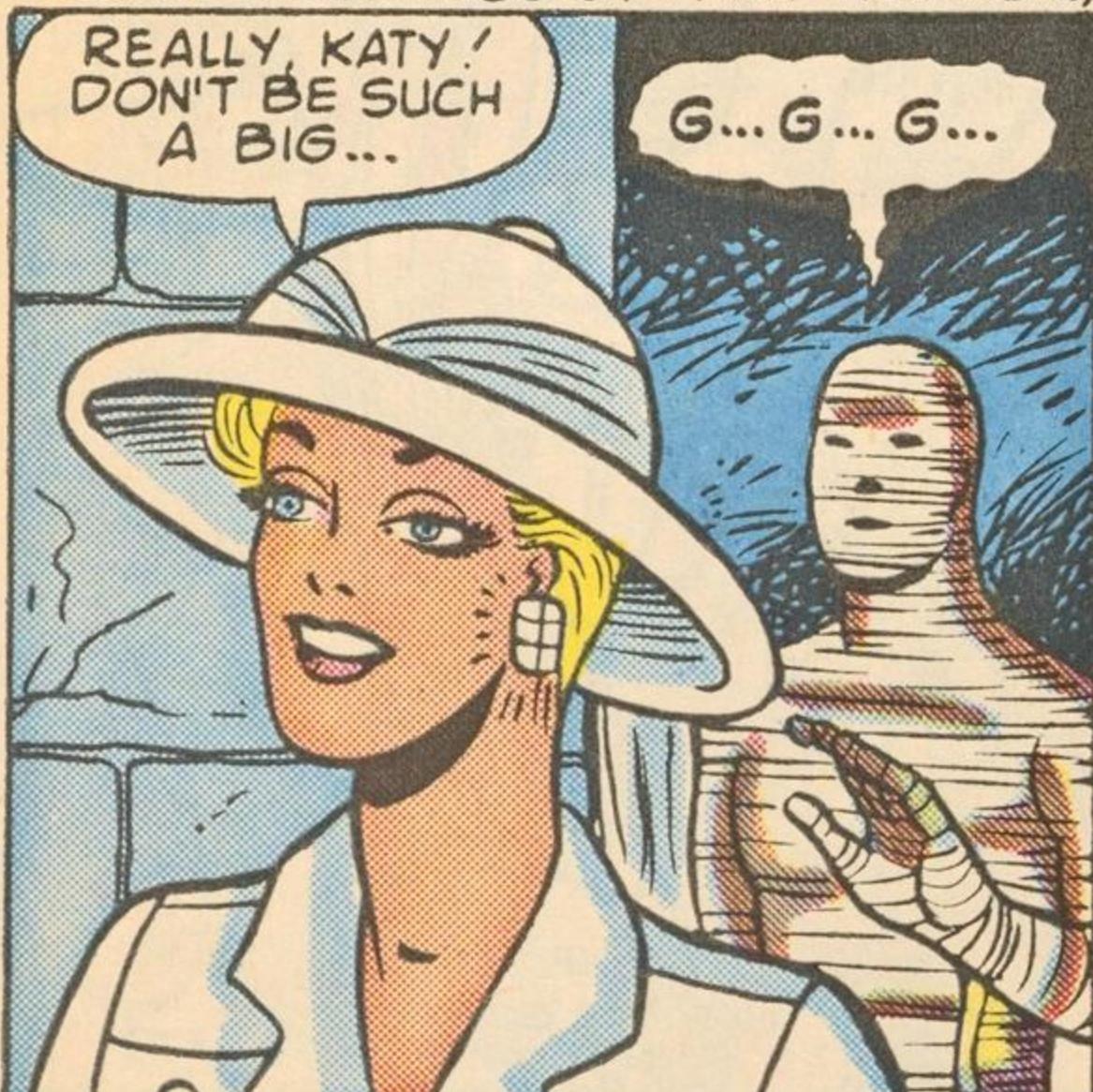
IT'S ONLY A BUG! THERE'S NOTHING HERE TO BE AFRAID OF!



GLORIA'S EARRINGS BY FARA FRANKLIN, PACIFIC GROVE, CA.

REALLY, KATY!
DON'T BE SUCH
A BIG...

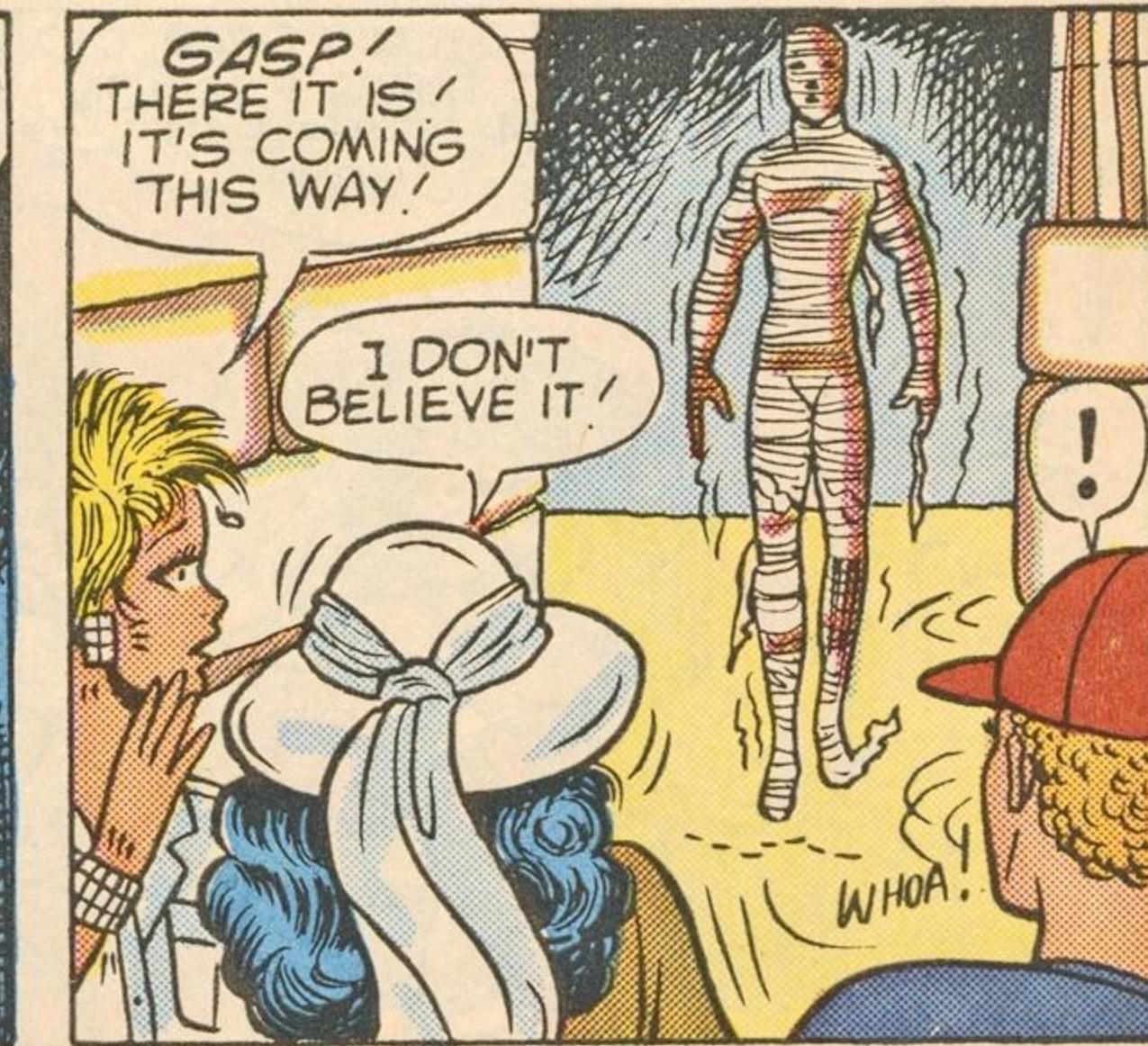
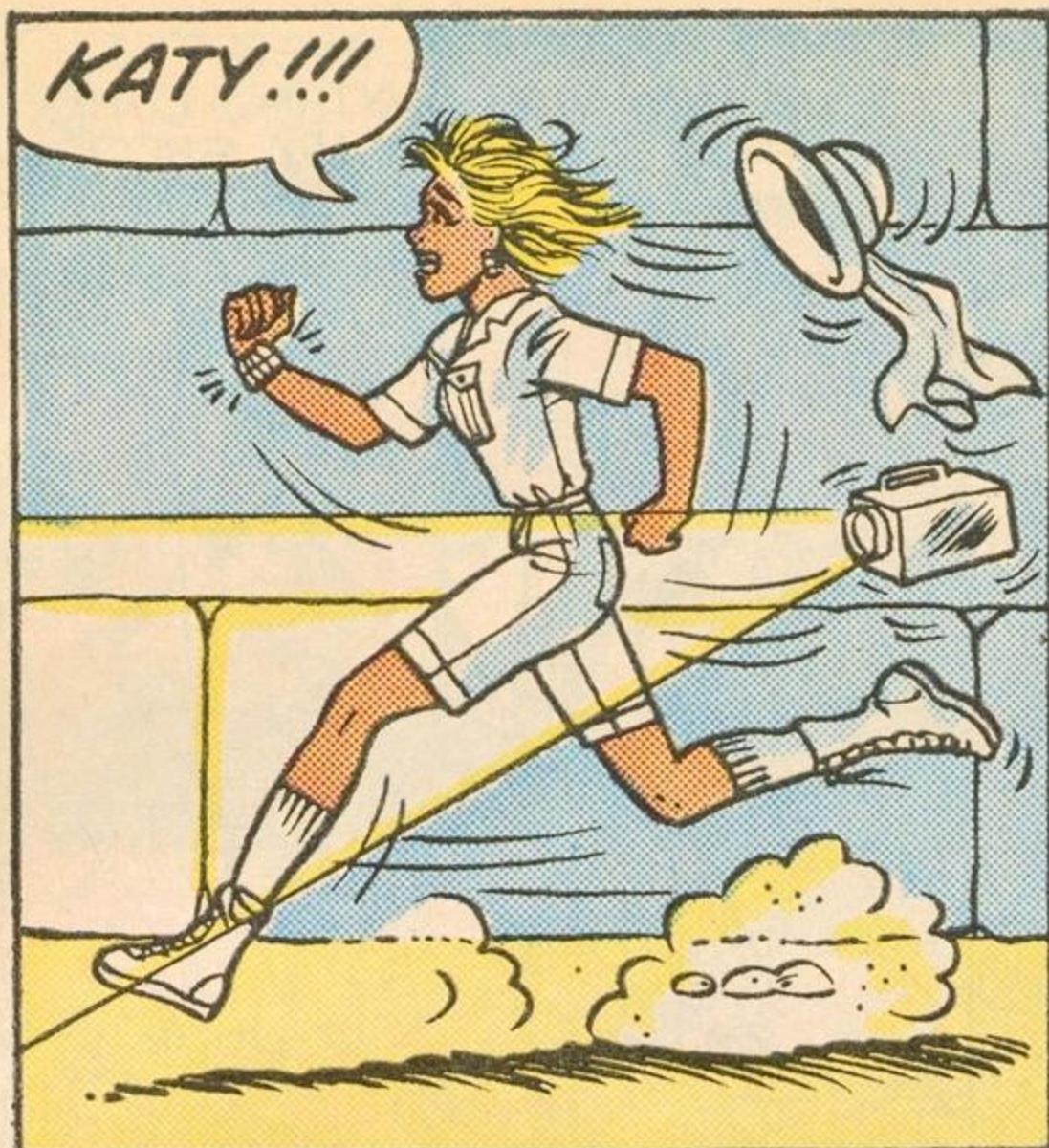
G...G...G...



... WIMP...?

...GLORIA...





I COULDN'T HELP IT! GLORIA'S RIDICULED EVERY TOMB WE'VE VISITED - I JUST WANTED TO SEE IF SHE'S AS BRAVE AS SHE ACTS!

HUMPH!



KATY'S GOWN BY AMY GRINDROD, ST. LOUIS, MO.

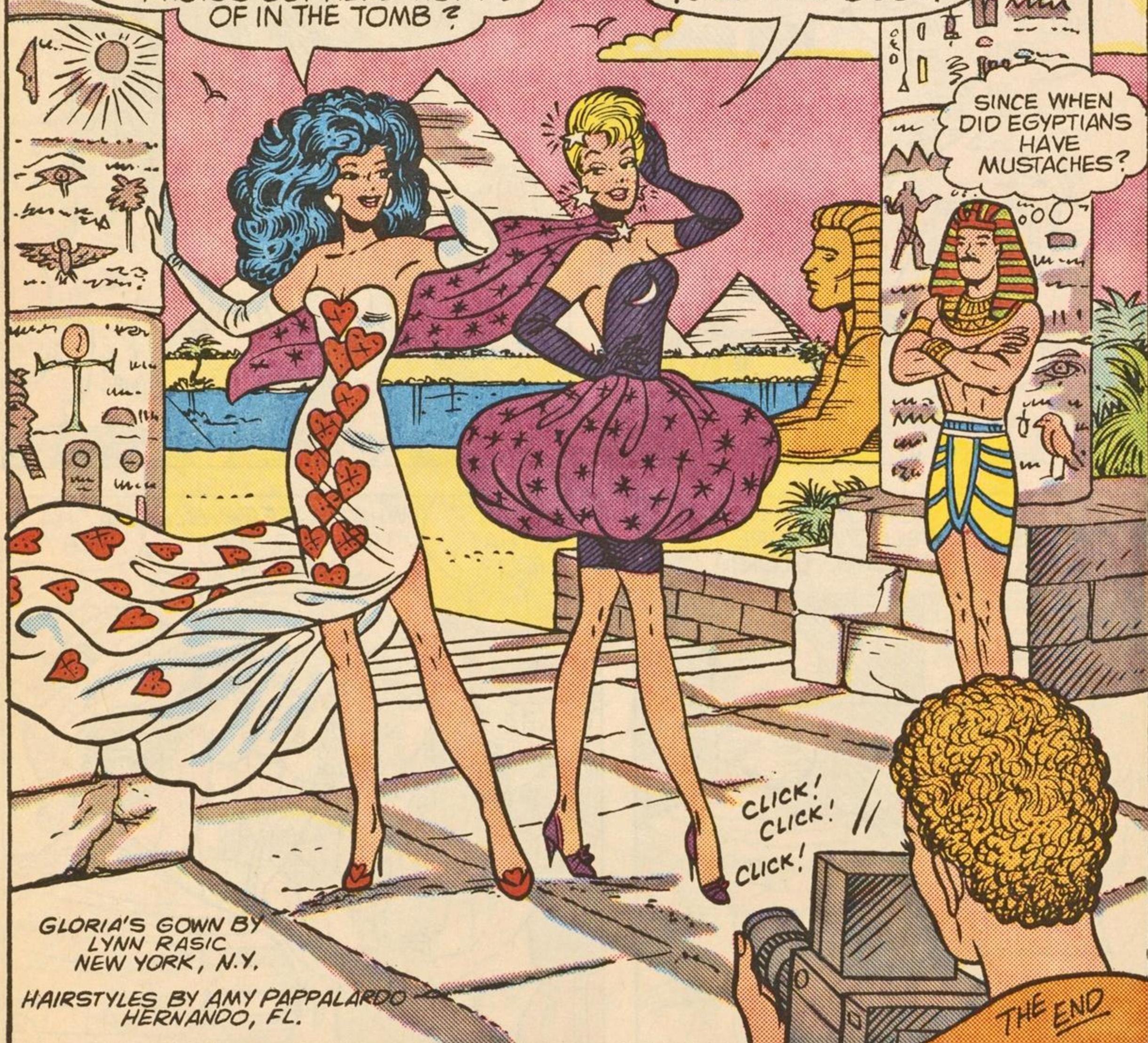
AND SO-- I NEVER BELIEVED THE MUMMY WAS ANYTHING OTHER THAN SOMEONE IN A SHODDY COSTUME!



WELL, THEN WHY, GLORIA DEAR, DID YOU WANT TO DO THESE FASHION PHOTOS OUT HERE INSTEAD OF IN THE TOMB?

HUMPH! WELL, BECAUSE YOU, KATY DARLING - I KNOW HOW AFRAID YOU ARE OF BUGS!

SINCE WHEN DID EGYPTIANS HAVE MUSTACHES?

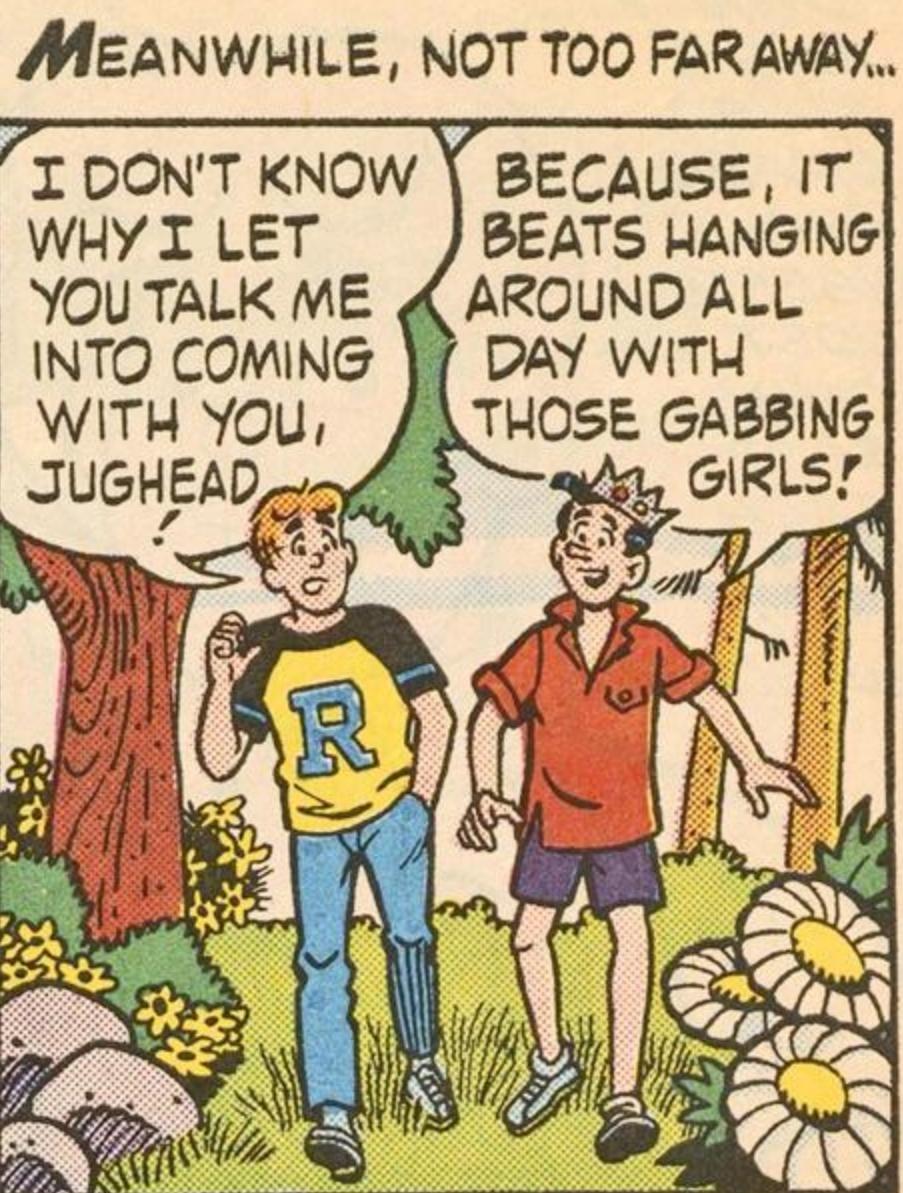


Archie

AND HIS
FRIENDS

IN

"SURPRISE ENDING!"



DON'T
MISS
THIS
OFFER!
ARCHIE
DIGESTS
COST
ONLY
\$1.00
EACH
WHEN
YOU
SUBSCRIBE!



POSTAGE
AND
HANDLING
PAID!!

SUBSCRIBE AND SAVE \$1.75

ON EACH
FIVE-ISSUE
SUBSCRIPTION!!

NEVER MISS
ANOTHER ISSUE!
GET THE NEXT FIVE
ISSUES OF YOUR
FAVORITE DIGEST FOR
ONLY \$5.00! SAVE
35¢ ON EACH ISSUE!
SUBSCRIBE AND
HAVE EACH ISSUE
MAILED TO
YOUR HOME!

BRAND
NEW!



FILL IN THIS HANDY COUPON
AND MAIL IT IN TODAY!!

FOR EACH TITLE CHECKED BELOW, I HAVE ENCLOSED \$5.00! (FOREIGN ORDERS
MUST ADD \$3.00 PER TITLE CHECKED FOR ADDITIONAL POSTAGE AND HANDLING.)
I WILL RECEIVE THE NEXT FIVE ISSUES OF EACH SUBSCRIPTION I HAVE ORDERED!
I SAVE \$1.75 OFF THE NEWSSTAND PRICE OF FIVE ISSUES! THAT'S A SAVINGS
OF 35¢ PER COPY WHEN SUBSCRIBING!

MAIL TO:

ARCHIE'S
SPECIAL DIGEST
SUBSCRIPTION OFFER
c/o ARCHIE COMIC PUB., INC.
325 FAYETTE AVENUE
MAMARONECK, NY 10543



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- LITTLE ARCHIE COMICS DIGEST
- JUGHEAD JONES COMICS DIGEST

- THE NEW ARCHIES DIGEST
- ARCHIE'S STORY & GAME COMICS DIGEST
- ARCHIE ANDREWS WHERE ARE YOU DIGEST
- BETTY AND VERONICA COMICS DIGEST
- JUGHEAD WITH ARCHIE COMICS DIGEST

(OFFER EXPIRES FEB. 28, 1989)

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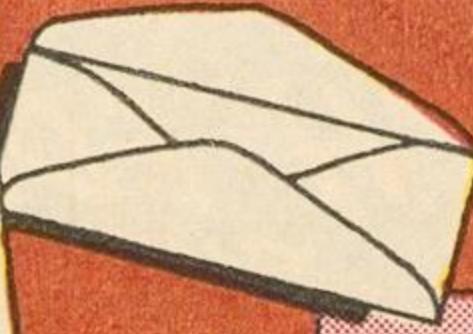
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OR BY INTERNATIONAL MONEY ORDER. PLEASE ALLOW 6 TO 10 WEEKS FOR DELIVERY.

Letters to KATY

SEND YOURS TO:
"LETTERS TO KATY"
c/o ARCHIE COMICS, INC.
325 FAYETTE AVE.
MAMARONECK, N.Y.
10543



KATY

- JOHN LUCAS -

DEAR KATY KEENE,

HI! MY ART TEACHER SUGGESTED OUR CLASS WRITE TO YOU! I'M IN 7TH GRADE AND I THINK YOUR COMICS ARE GREAT! HERE'S MY OUTFIT - HOPE YOU LIKE IT - IT'S A RED "POOF" SKIRT WITH RED HIGH-HEELED SHOES AND RED SEQUINS IN THE HAIR. I HOPE YOU LIKE IT!

- AMY HOWATH,
DEFIANCE, OHIO

DEAR AMY - LOVE YOUR DESIGN! I WORE IT ON A DATE WITH BARON JOHN VON LAREN - HE LOVED IT, TOO! GIVE MY BEST TO YOUR TEACHER AND THANKS FOR WRITING!

- SINCERELY, KATY

DEAR KATY,

HI! MY NAME IS LEILA. I AM A 12 YEAR-OLD GIRL. I'M CURIOUS TO KNOW IF THERE IS A REAL KATY KEENE? I AM DRAWING SOME FASHIONS THAT I THOUGHT OF MYSELF!

- LEILA NOTO,
FARMINGDALE, N.Y.

DEAR LEILA - THANKS FOR YOUR FASHIONS! IF THERE WASN'T A REAL KATY KEENE, WOULD I BE WRITING BACK TO YOU?

- SINCERELY, THE 'REAL' KATY!

DEAR KATY -

MY NAME IS JANIE. I'M 10 YEARS OLD AND I'M A NEW FAN OF YOURS, ARNOLD AND SIS. I LOVE THE WAY YOU FIX YOUR HAIR - AND YOUR CLOTHES ARE OUTSTANDING! - I ALSO LOVE YOUR STORIES! TELL SIS I WEAR GLASSES, TOO. PLEASE WRITE BACK - AND PLEASE TELL ARNOLD TO WRITE, TOO.

- YOUR FRIEND, JANIE GRINELS,
LAPLACE, LA.

DEAR JANIE - THANKS FOR THE COMPLIMENTS! AS YOU KNOW, YOU FANS ARE THE ONES TO THANK FOR ALL YOUR KIND WORDS! SIS SENDS HER BEST AND ARNOLD SAYS HE'S GLAD TO HAVE YOU AS A FAN!

- SINCERELY, KATY, SIS AND ARNOLD!

DEAR KATY,

PLEASE DON'T TAKE THIS AS AN INSULT, BUT I HAVE A QUESTION: WHY IS YOUR HAIR BLUE? WHENEVER I READ YOUR COMICS I ALWAYS WONDER. THEN THE OTHER DAY MY SISTER ASKED ME THE SAME QUESTION. I FIGURED IF ANYONE COULD ANSWER IT, IT WOULD HAVE TO BE YOU.

- SINCERELY, KELLY WEEDON,

JACKSONVILLE, FL.

P.S. I SENT YOU SOME FASHIONS - I HOPE YOU LIKE THEM!

DEAR KELLY - I LOVE YOUR FASHIONS!

ESPECIALLY YOUR MAKEUP SUGGESTIONS! ABOUT THE COLOR OF MY HAIR - AS YOU MAY KNOW, MY HAIR COLOR IS ACTUALLY A VERY DARK BROWN AND IT LOOKS BLACK. AND UNDER CERTAIN LIGHTS IT LOOKS BLUE! ALSO, AS YOU READ MY COMICS, THEY'RE NOT PHOTOS, BUT DRAWINGS AND INKS, AND OUR COLOR ARTIST'S FAVORITE COLOR IS BLUE -- SO...

- SINCERELY, "BLUE HAIR" KATY!

DEAR KATY -

HI! HOW ARE YOU? I ENJOY READING YOUR COMIC BOOKS VERY MUCH! INSIDE THIS LETTER I'VE ENCLOSED A DESIGN FOR YOU. IT'S A SUNDRESS. I WOULD REALLY LIKE IT IF YOU PUT IT IN YOUR NEXT ISSUE! YOU SEE, FOR ONE THING I WOULD BE SO HAPPY AND THE SECOND THING IS THAT MY PARENTS DON'T THINK I CAN DO IT. I WANT TO SHOW THEM I CAN. I'M VERY INTERESTED IN MAKING FASHION DESIGNS! THANK YOU!

- SINCERELY, STACY SAMBERG,
MASS. P.K. N.Y.

DEAR STACY - HERE'S YOUR LETTER AND HERE'S YOUR SUNDRESS! SAY 'HI' TO YOUR PARENTS!

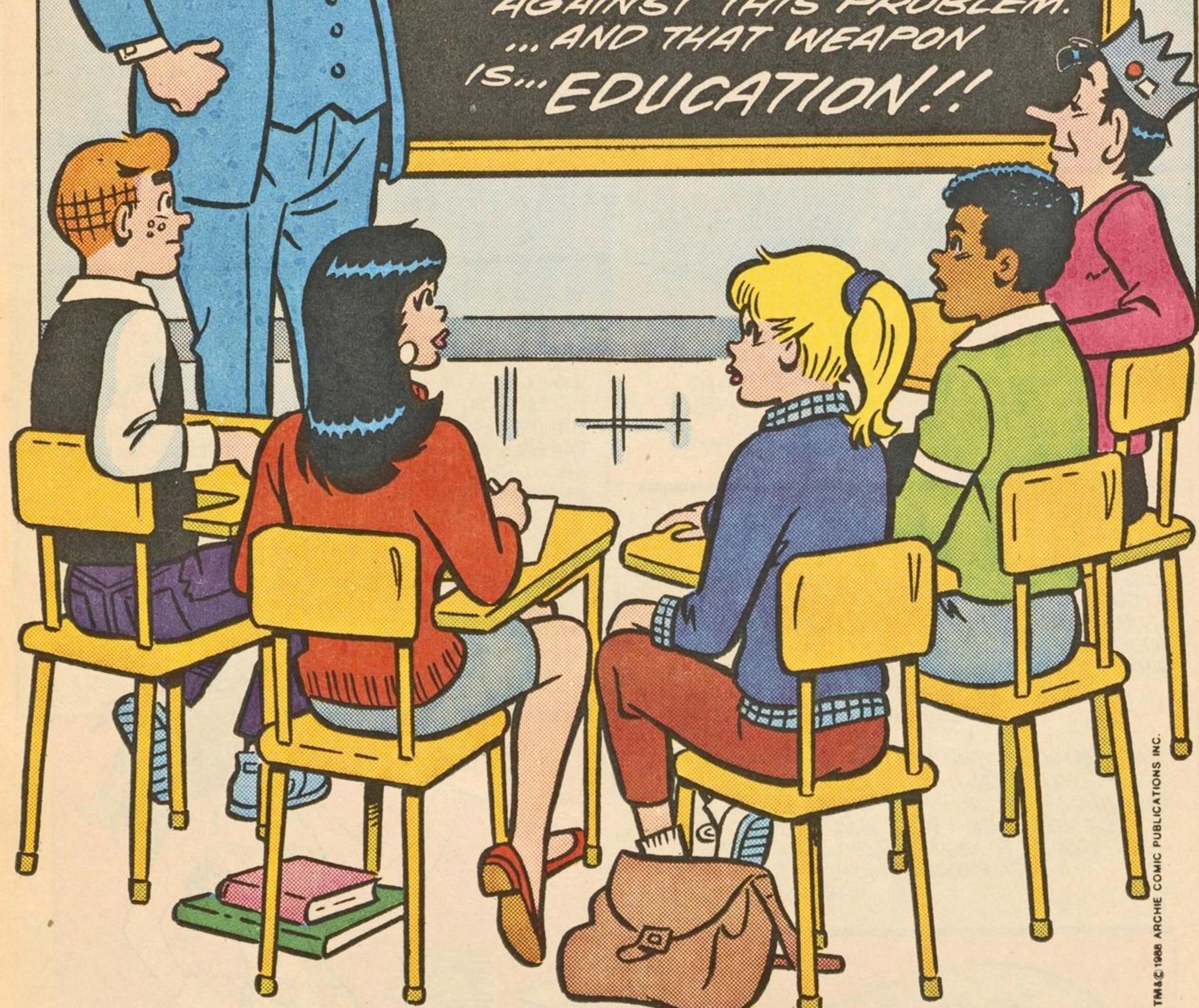
- LOVE, KATY



A PUBLIC SERVICE MESSAGE FROM **Archie** COMICS

HEALTH EDUCATION

AIDS IS A SERIOUS WORLDWIDE PROBLEM THAT AFFECTS PEOPLE OF ALL AGES, IN ALL WALKS OF LIFE. UNTIL A CURE IS FOUND, THERE IS ONLY ONE EFFECTIVE WEAPON AGAINST THIS PROBLEM. ... AND THAT WEAPON IS... "EDUCATION!!"



PARENTS: For More Information Call,
The Centers For Disease Control's Hotline,
Toll Free 1-800-342-AIDS

AHH! MA'M'SELLE KATY!
WELCOME TO PARIS,
ZE FASHION CAPITAL OF
ZE WORLD!

I GOT HERE AS SOON AS
I RECEIVED YOUR TELEGRAM,
FRANCOIS! I'M READY TO MODEL
YOUR DESIGNS!



KATY'S OUTFIT BY
BECKY STUEHLER,
MADISON, N.J.

KATY'S HAIRSTYLE BY
ANIKA FRANZEN
LYNDEN, WA.

KATY
KEENE in

"THE COPY CAPER"

SCRIPT: GEORGE GLADIR PENCILLING: JOHN LUCUS INKING: CHIC STONE

REGARDEZ! ZERE IZ FRANCOIS,
ZE KING OF COPYCAT
DESIGNAIRS!

KATY I
AM NOT A
COPYCAT
DESIGNAIR!

I MERELY
REFINE ZE
CREATIONS OF
OTHERS!

CALM DOWN,
FRANCOIS!
I BELIEVE
YOU!



FRANCOIS, WHY
MUST WE SNEAK
INTO THIS FASHION
SHOW?

I BECAUSE FOR SOME
STRANGE REASON ZE
DESIGNER OBJECTS TO
MY PRESENCE!

The Gold Tie
Academy
PRESENTS
The
St. Yves
Collection

FRANCOIS' SUIT BY: RAENA SELIP, NEW YORK, N.Y.

SAINT YVES HAS DONE
HIMSELF PROUD! I JUST
ADORE HIS
CREATIONS!

CLAP
CLAP CLAP

SO DO
I!

CLICK!
CLICK
CLICK!



THE SHOW IS
ABOUT TO START,
FRANCOIS!

FIRST, LET ME SLIP
INTO MY MASTERFUL
DISGUISE!

SACRE BLEU! IT IS FRANCOIS!
THROW OUT ZIS KING OF
COPYCAT DESIGNERS!

CURSES!
HE HAS SEEN
THROUGH MY
MASTERFUL
DISGUISE!

MODEL'S DESIGN BY JENNIFER ZELVIN, HOWELL, N.J.

AND STAY OUT!

BUT YOU, M'AM'SELLE
KEENE, ARE INVITED
TO REMAIN!

THANK YOU, MONSIEUR
ST. YVES, BUT I MUST
DECLINE THE HONOR!



KERPLUNK!

ST. YVES' SUIT BY
SARAH JOHNSON, INDIANOLA, IA.

The Gold
Academy
PRESENTS
The
St. Yves
Collection



AND YOU M'AM'SELLE, I
INVITE TO MODEL MY HUMBLE
COLLECTION!



THANK YOU,
MONSIEUR,
BUT I'M
STICKING WITH
FRANCOIS!

WHAT
GORGEOUS
IDEAS!

WHAT
BOLD
PRINTS!



MODEL'S FASHION BY BREINDY MINTZ, BROOKLYN, N.Y.

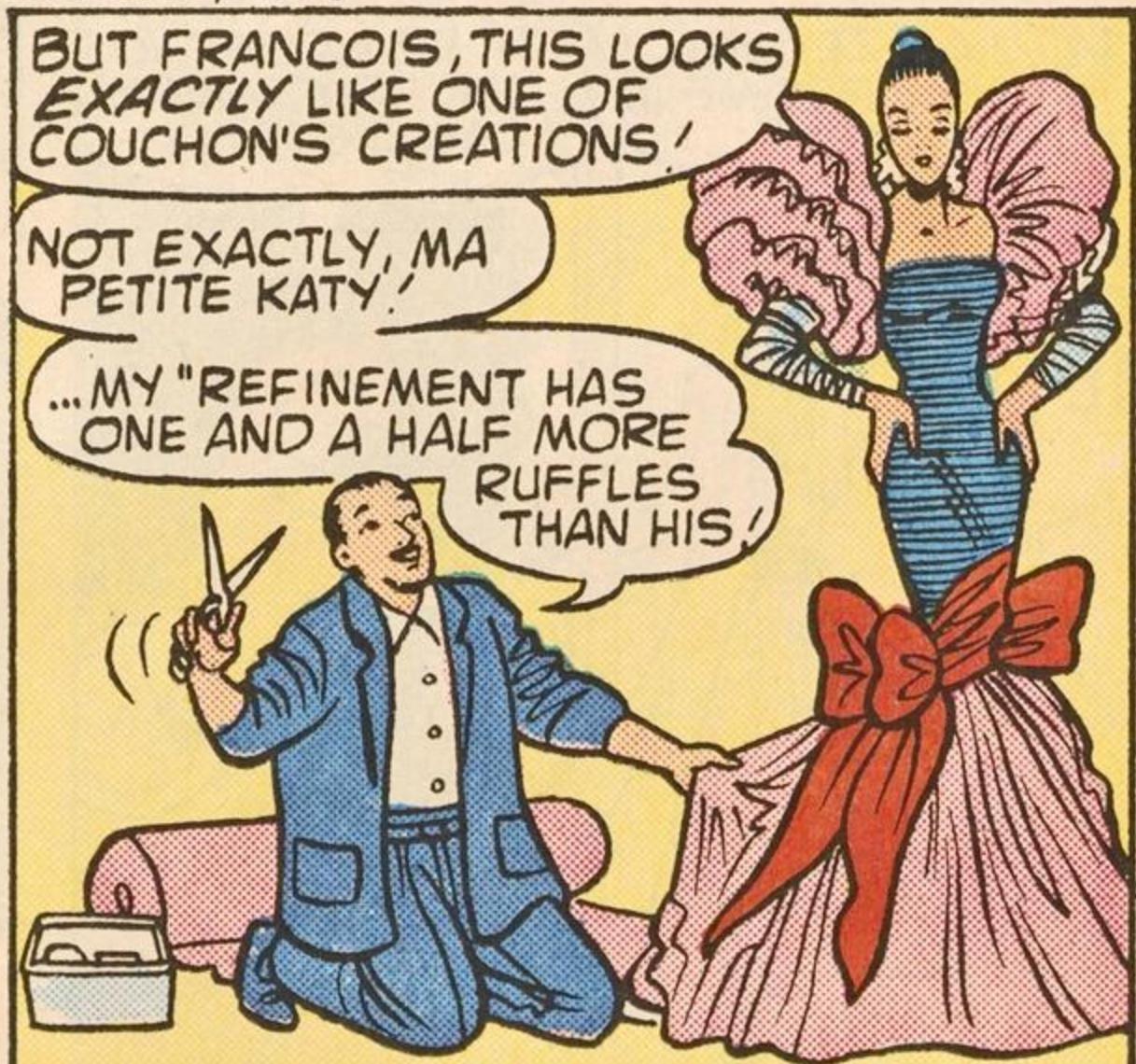
QUICK, KATY! I MUST "REFINE" WHAT
I HAVE JUST SEEN BEFORE I LOSE
ZE INSPIRATION!



BUT FRANCOIS, THIS LOOKS
EXACTLY LIKE ONE OF
COUCHON'S CREATIONS!

NOT EXACTLY, MA
PETITE KATY!

...MY "REFINEMENT HAS
ONE AND A HALF MORE
RUFFLES
THAN HIS!



KATY'S GOWN BY ANIKA FRANZEN, LYNDEN, WA.

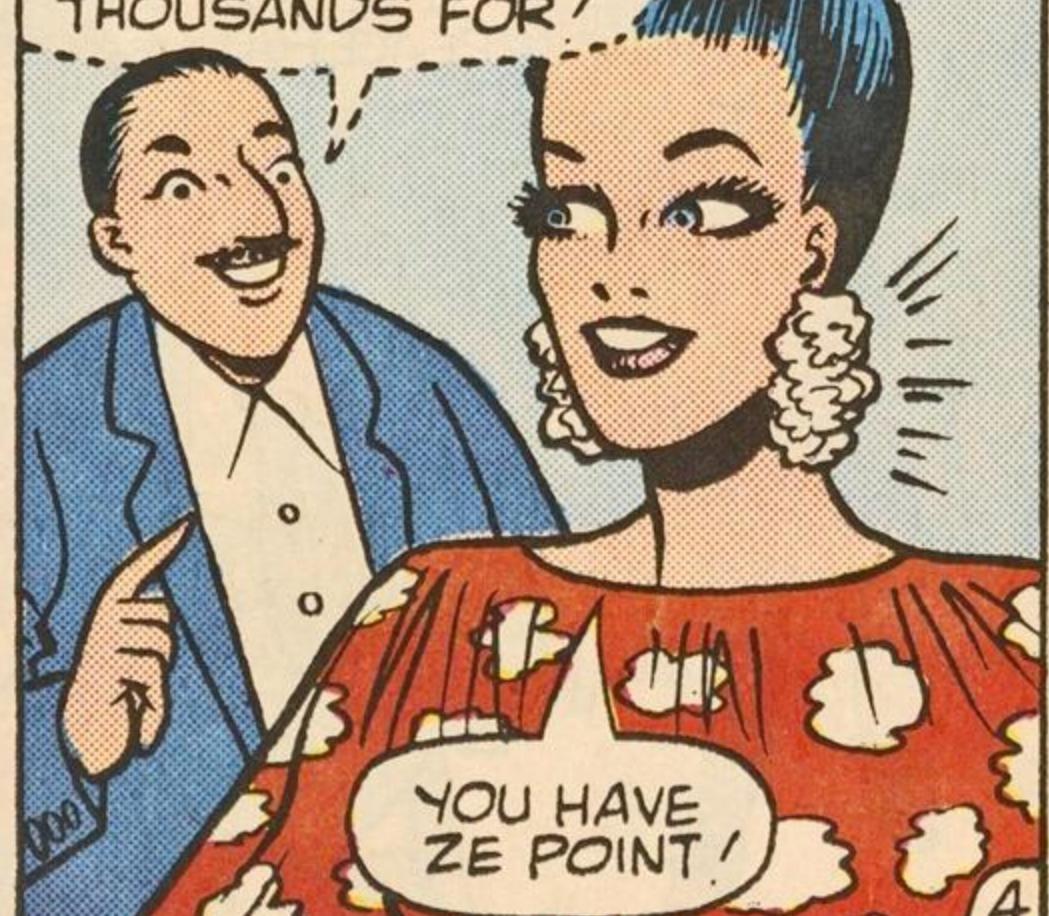
YOU'VE OUTDONE
YOURSELF,
FRANCOIS!

MARVELOUS!
KATY, DO YOU
SEE NOW WHAT
JOY I PROVIDE
MY CUSTOMERS?



KATY'S DRESS BY
VANESSA ROLDAN,
EAST CHICAGO, IN.

FOR A FEW PALTRY HUNDRED
DOLLARS I GIVE ZEM ZE SAME
DRESSES ZAT ZE OTHER
DESIGNERS CHARGE
THOUSANDS FOR!



YOU HAVE
ZE POINT!

PUT ME DOWN FOR
A DOZEN OF YOUR
DRESSES, FRANCOIS!

CLAP
CLAP
CLAP

SACRE
BLEU!

CLICK!
CLICK,
CLICK!

KATY'S GOWN BY BRENDA BIUNDO, METAIRIE, LA.

FRANCOIS, WHY ZAT WAS SCHMALTZ,
ARE YOU SO
UPSET
? ZE NOTORIOUS COPY-
CAT DESIGNER! HE IS
COPYING MY
COPIES!

KATY'S
HAIRSTYLE
BY
LUCY LIOW,
QUEENS,
N.Y.

COME BACK, SCHMALZ.
HOW DARE YOU STEAL
FROM ME ?!

QUICK, KATY!
HELP ME CATCH
ZAT SHAMEFUL
COPYCAT!

IN THESE
HEELS? THERE'S
NO WAY!

SIS' CASUALS BY KATRINA KUZYNSZYN, BELLEVILLE, IL.

... AND BACK HOME IN NEW YORK ...

GEE, KATY! I BET THE PARISIAN
SCENE OF ORIGINAL DESIGNS MUST
HAVE BEEN FASCINATING!

YES, SIS! IT WAS ALMOST AS
FASCINATING AS THE PARISIAN
SCENE OF NOT-SO-ORIGINAL DESIGNS!

THE END

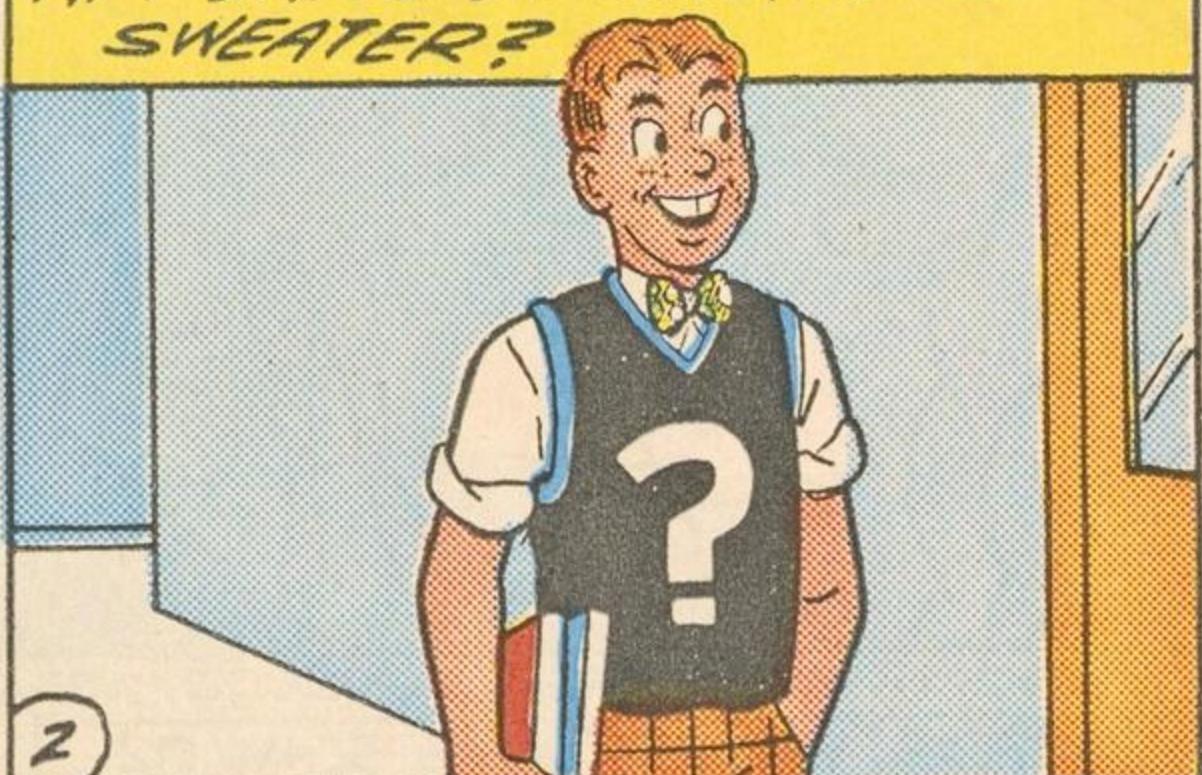


HERE ARE SOME SCENES FROM COMICS WHEN
YOUR PARENTS WERE KIDS!
SEE IF THEY CAN ANSWER THESE TRIVIA QUESTIONS!

WHAT WAS THE ARCHIES' BIGGEST HIT RECORDING IN 1969?



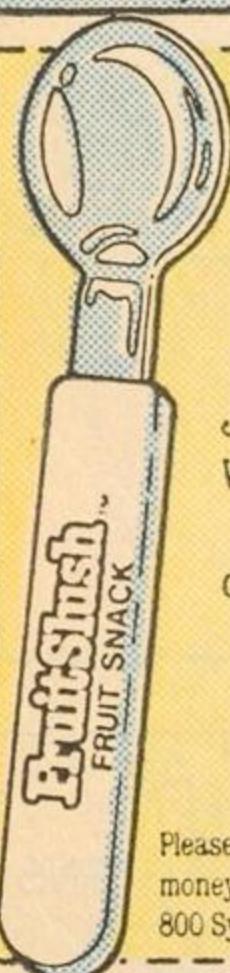
WHAT LETTER ALWAYS APPEARS ON ARCHIE'S SWEATER?



ANSWERS: 1. "SUGAR, SUGAR"; 2. "A"



CHECK OUT THESE FUN OFFERS!



FREE FruitSlush™ MUSHER OFFER!

The Musher that Changes Color Before Your Eyes!

Mush your FruitSlush™ with the official FruitSlush™ Musher.

Just place the FruitSlush™ Musher in the freezer next to FruitSlush™. Remove the FruitSlush™ Musher to eat your FruitSlush™. Watch the FruitSlush™ Musher change colors before your eyes.

Include 2 UPC symbols from FruitSlush plus 50¢ (to cover the cost of postage and handling) for each spoon you order.



Please mail my Free FruitSlush Musher(s) to

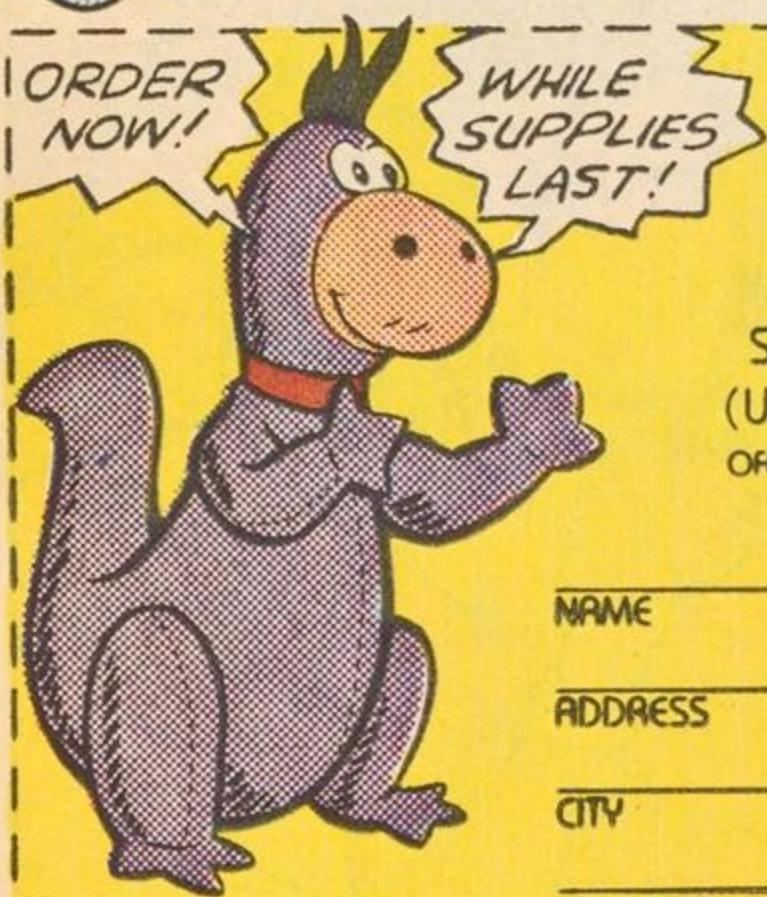
Name _____

Address _____

City _____ State _____ Zip _____

Color Blue Pink (* must be included)

Please allow 6-8 weeks for processing. Void where prohibited. Make check or money order payable to FruitSlush. This is an offer of Thomas J. Lipton, Inc., 800 Sylvan Avenue, Englewood Cliffs, NJ 07632. Offer good while supply lasts.



DINO STUFFED TOY OFFER!

HERE'S HOW TO RECEIVE YOUR 4½" DINO STUFFED TOY!

SEND IN A CHECK OR MONEY ORDER FOR \$1.00 PLUS 1 PROOF OF PURCHASE (UPC Bar Code) FROM ANY POST "PEBBLES" CEREAL FOR EACH DINO ORDERED.
OFFER EXPIRES DECEMBER 31, 1988

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

MAIL TO
DINO OFFER
P.O. BOX 5622
KANKAKEE, IL
60902



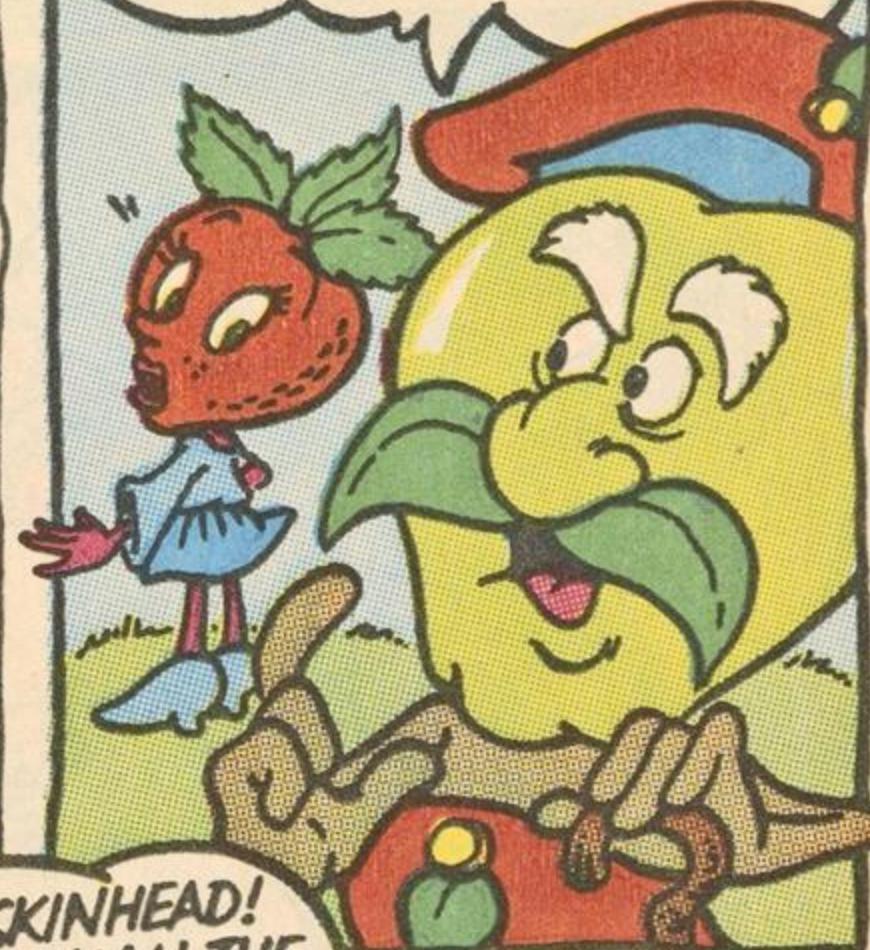
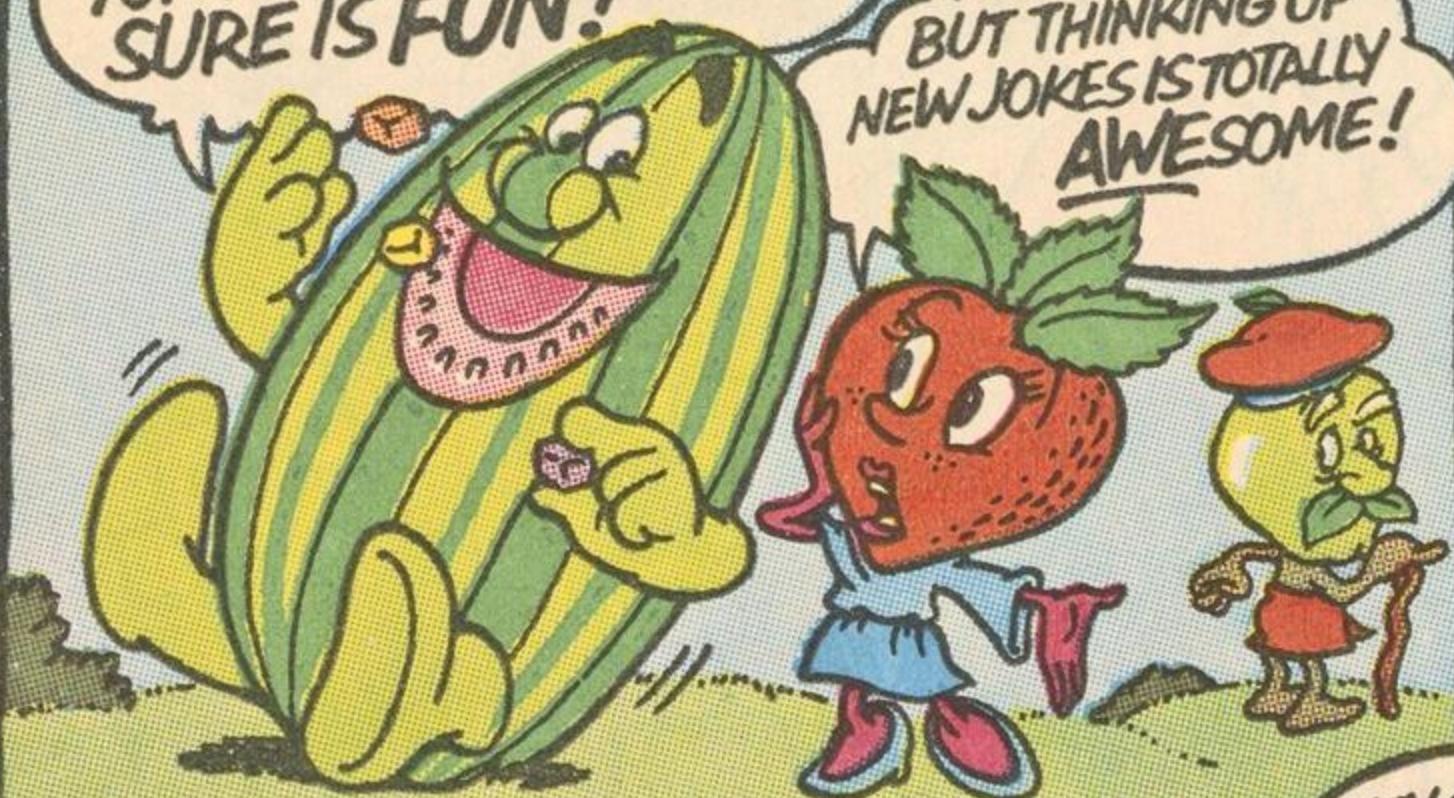
Allow 6-8 weeks for processing. Offer void where prohibited, taxed or otherwise restricted. Offer good only in U.S.A., Puerto Rico, and U.S. Government installations. Additional certificates are not available upon mail requests. No proof(s) of purchase will be accepted other than those specified.

The Laffy Taffy Bunch

EATING
YUMMY LAFFY TAFFY™
SURE IS FUN!

FER SURE -
BUT THINKING UP
NEW JOKES IS TOTALLY
AWESOME!

AYE, LASSIE - BUT WE NEED
MORE JOKES FOR EVERY
LAFFY TAFFY WR-RAPPER!
WE DON'T HAVE ENOUGH!



HEY SKINHEAD!
LET'S ASK ALL THE
KIDS TO THINK UP
LAFFY TAFFY JOKES!

YEAH -
THEY COULD
SEND 'EM IN
FOR PRIZES!

HEY...
COOL IDEA!
WRITING JOKES IS AS
MUCH FUN AS EATING
FRUITY, LAFFY
TAFFY!



WIN

The Grand Prize

Choose from one of these great items



A Laffy Taffy
motorized funny car



A custom-built,
fully-furnished doll house
(1 Grand Prize awarded)



1st Prize (50)
A jar of delicious
Laffy Taffy candy chews.



2nd Prize (100)
An attractive
Laffy Taffy T-shirt.



3rd Prize (1,000)
A bright yellow, "neon"
"Ben Anna" pen.

- To enter, send your joke, name and address on a separate piece of paper, along with a Laffy Taffy wrapper, to: Laffy Taffy Joke Contest, P.O. Box 236, Murray Hill Station, New York, NY 10156. Enter as often as you like, but each joke must be accompanied by a separate wrapper. All entries must be received by December 31, 1988. Entries become the property of Nestle Foods Corporation and your joke may be featured on future Laffy Taffy wrappers without additional compensation. Jokes currently found on Laffy Taffy wrappers are ineligible. Entry constitutes permission to use winner's name and

HERE'S HOW TO ENTER

Simply print your favorite children's joke (no more than 20 words) in question and answer form, on a separate piece of paper and send it, along with your name, address, and a wrapper from any flavor or size Laffy Taffy candy chew, to:

Laffy Taffy Joke Contest
P.O. Box 236, Murray Hill Station
New York, NY 10156

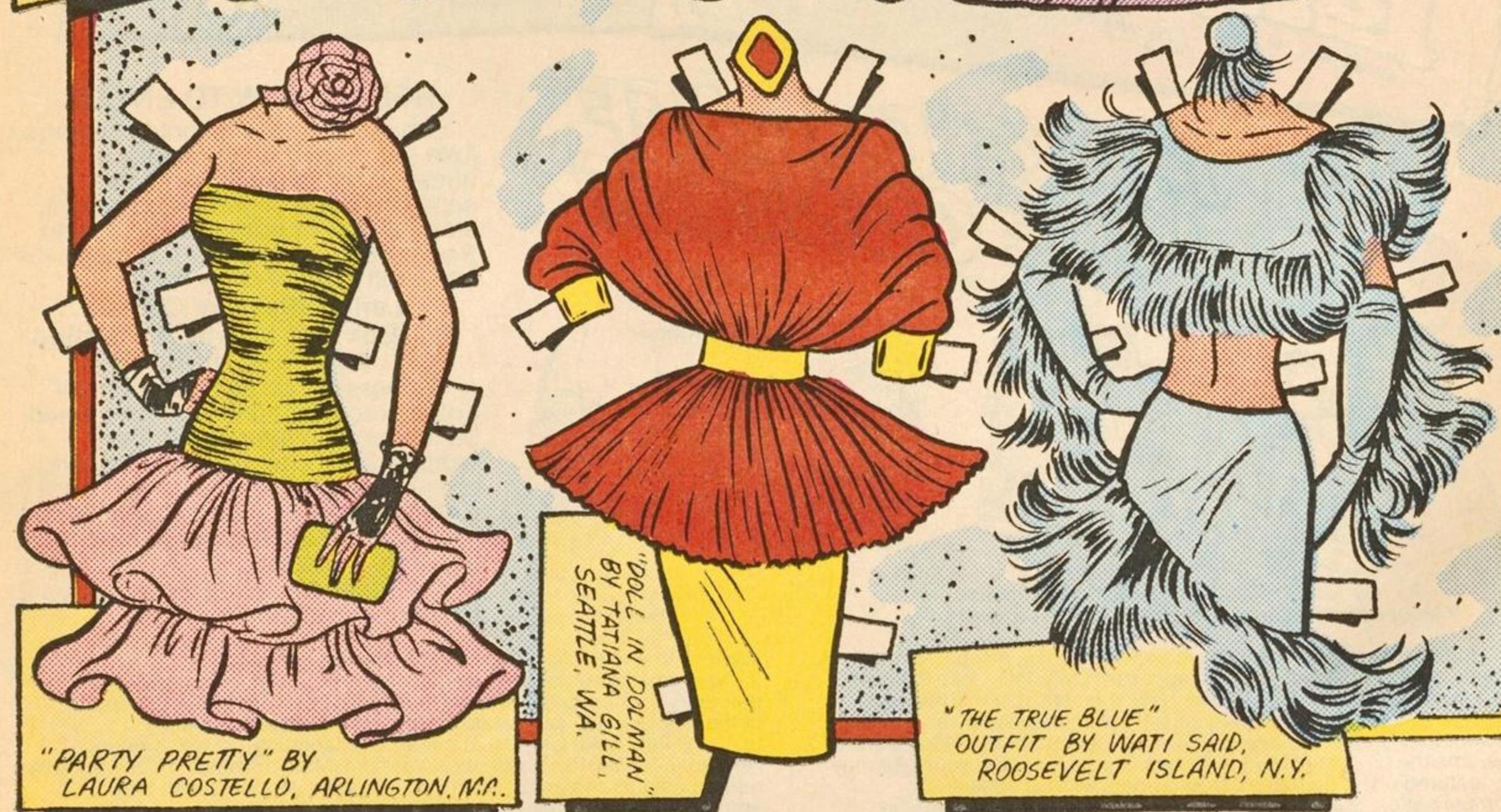
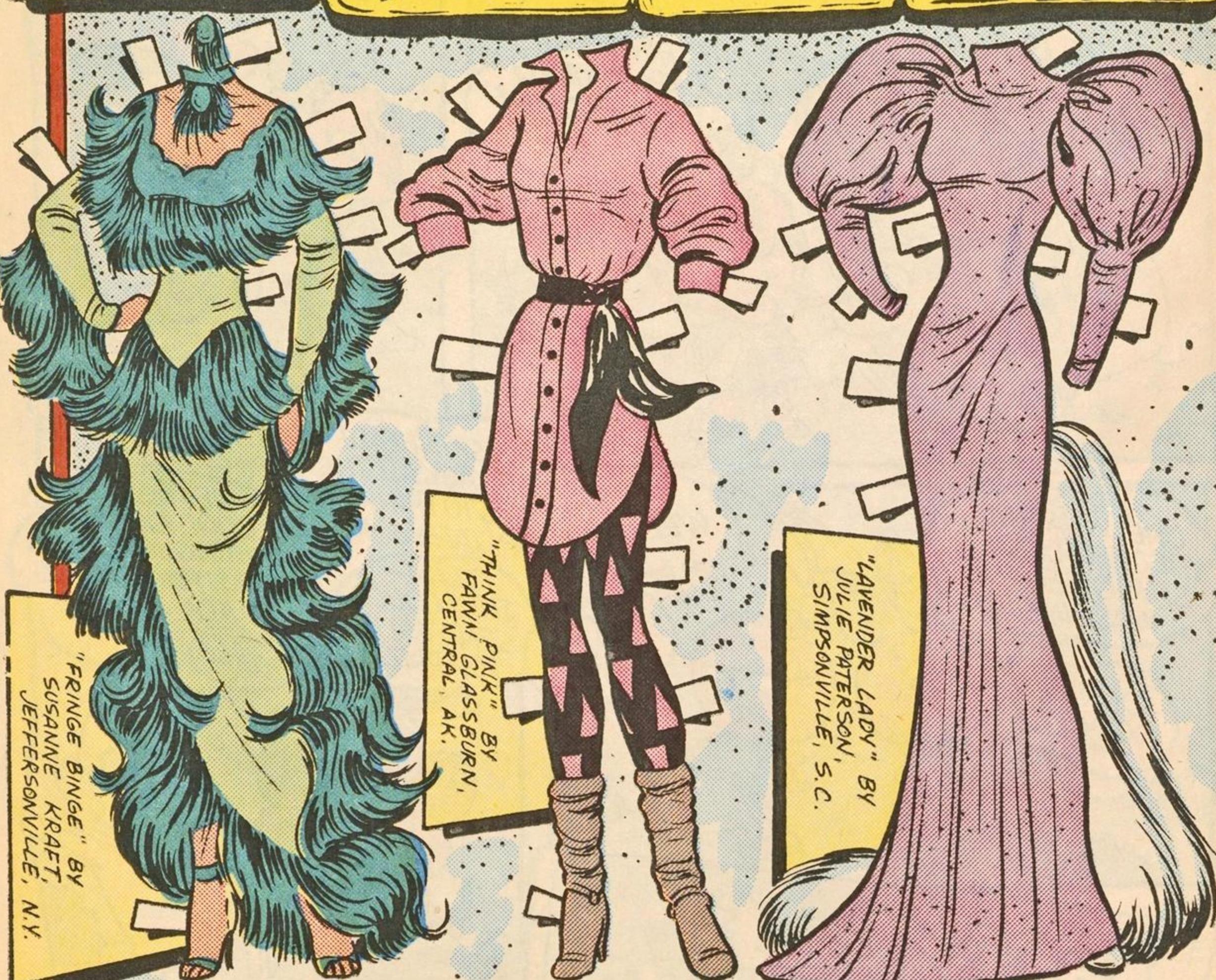
Winners will be selected from all entries received, and your joke could be featured on future Laffy Taffy wrappers. Of course, jokes that are presently on our wrappers can't win. Enter as often as you wish, but each joke must be accompanied by a separate wrapper.

All Entries Must be Received By
December 31, 1988.

- likeness in any publicity associated with this contest.
- Void where prohibited. Complete rules may be found on tear-off pad entry forms located at participating retailers. To receive a copy of the official rules, send a stamped, self-addressed envelope to: Laffy Taffy Joke Contest, c/o Marcon Marketing, 2 Park Avenue, New York, NY 10016. Residents of Vermont, Maryland and Florida may omit return postage and are not required to submit wrappers with their entries. All federal, state and local regulations apply.

Contest ends December 31, 1988.

KATY KEENE'S TREASURES



from STAR DESIGNERS ...

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OLNEY, IL.
- SUSAN JONES,
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- CHELSEA KNIGHT,
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PELHAM, MA.
- INES DIAZ,
HOUSTON, TX.

ANOTHER GREAT COLLECTION
OF YOUR HOTTEST IDEAS!
I LOVE THEM ALL! WHY
NOT SEND ME YOURS AT
THE ADDRESS BELOW -
AND DON'T FORGET TO
PUT YOUR NAME AND
ADDRESS ON EACH SO I
CAN TELL YOU WHEN
THEY'LL APPEAR!!
GOOD LUCK!

LOVE, KATY

- SARAH WESP,
BIG RAPIDS, MI.
- STACY BEDWELL,
CENTREVILLE, VA.
- CHILEY HOLDER,
LAURLTON, N.Y.
- DENISE BROWN,
ROSEDALE, N.Y.
- MATT NATHANSON,
RESTON, VA.
- LAURIE MAIER,
LA PALMA, CA.
- MARI NAGASAWA,
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- CARRIE SMITH,
ONA, W.V.
- MICHELLE EARNEY,
BEAUMONT, TX.
- CARLA SCHNELL,
CALGARY, ALTA., CAN.
- LEE ANN BRISSETT,
BRONX, N.Y.
- SARAH JACKSON,
MIDDLETOWN, IN.

"PARTY IN JEANS" BY
CARLA SMITH,
DUNCAN, B.C., CAN.

"SUMMER SUPREME" BY
SARA SIRISOMPUND,
TAMPA, FL.

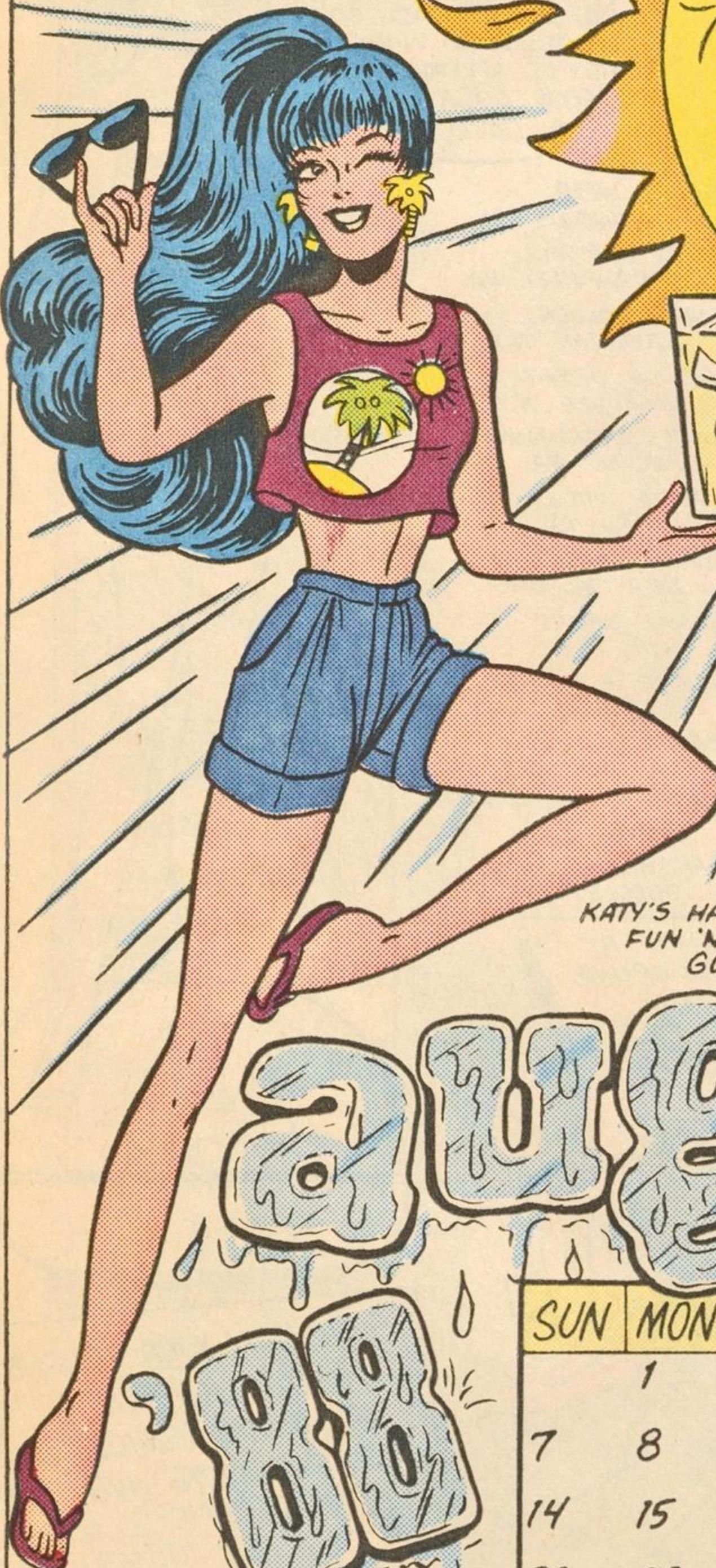
"POLKA- STRIPE" BY
MIRIAM GINSBERG,
SEATTLE, WA.

-BY
JOHN LUCAS-

SEND KATY YOUR DESIGNS
To: KATY KEENE
% ARCHIE COMICS, Inc.
325 FAYETTE AVE.
MAMARONECK, N.Y.
10543



A WORD OF CAUTION TO ALL YOU KATY FANS! - KATY, AS YOU KNOW, IS A PROFESSIONAL MODEL - UNDER NO CIRCUMSTANCES, DO NOT - REPEAT - DO NOT ATTEMPT TO GIVE THE SUN A GLASS OF COOL LEMONADE!! (EVEN THOUGH HE MAY WANT ONE) - IT'S JUST TOO HOT!!



KATY'S HAIRSTYLE, EARRINGS AND FUN 'N' SUN OUTFIT DESIGNS BY GLORIA JAR, RANDOLPH, MA.





by JOHN
LUCAS

September '88

LUCKI LORELEI'S LEAF DESIGN BY
STEPHANIE HETER, ST. LOUIS, MO.

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |



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ARCHIE'S 256 PAGE DOUBLE
DIGEST OR THE NEW BETTY
AND VERONICA'S 256 PAGE
DOUBLE DIGEST AND
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EVERY TWO MONTHS!
SIX ISSUES FOR ONLY \$10.
YOU SAVE \$3.50!

DOUBLE YOUR FUN!

WE PAY THE
POSTAGE!



BOTH ARE A
GIANT 256
PAGES EACH!



...OR SUBSCRIBE TO BOTH
AND SAVE A BIG
\$7.00!

(OFFER EXPIRES FEB. 28, 1989)

MAIL
TO:

**SPECIAL DOUBLE DIGEST
SUBSCRIPTION OFFER**
c/o ARCHIE COMIC PUB., INC.
325 FAYETTE AVENUE
MAMARONECK, NY 10543

ENCLOSED FIND \$10.00 (FOREIGN ORDERS
ENCLOSE \$15.00) FOR EACH DOUBLE DIGEST
SUBSCRIPTION CHECKED BELOW.

- ARCHIE'S DOUBLE DIGEST: \$10.00
(I SAVE \$3.50!)**
- BETTY & VERONICA'S DOUBLE
DIGEST: \$10.00 (I SAVE \$3.50!)**
- ENCLOSED IS \$20.00 FOR BOTH
ARCHIE'S DOUBLE DIGEST AND
BETTY & VERONICA'S DOUBLE
DIGEST: (I SAVE A TOTAL OF \$7.00!)**

NAME: _____
(PLEASE PRINT) FIRST

AGE: _____
BOY
GIRL

ADDRESS: _____

CITY: _____ STATE & ZIP: _____

PLEASE NOTE: ALL CANADIAN AND FOREIGN ORDERS MUST BE PAYABLE IN U.S. CURRENCY,
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STEP RIGHT UP!
FOR THE GREATEST
DEAL IN COMICS!!

GET 2
COMICS FOR
ONLY \$1.00! YOU
SAVE 50¢ OFF THE
NEWSSTAND PRICE!
BUY THEM ALL
AND SAVE \$\$\$!

NEVER MISS
ANOTHER
ISSUE!

2 COMIC
BOOKS
FOR
\$1.00

CHECK YOUR
CHOICES!

CHECKLIST

- ARCHIE #362**
- BETTY & VERONICA #15**
- ARCHIE'S PALS 'N' GALS #202**
- EVERYTHING'S ARCHIE #139**
- LIFE WITH ARCHIE #269**



2 ISSUES \$1.00

ARCHIE'S CHECKLIST

c/o ARCHIE COMIC PUB., INC. BOY
325 FAYETTE AVENUE GIRL
MAMARONECK, N.Y. 10543

(OFFER EXPIRES AUG. 31, 1988)

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(PLEASE PRINT) FIRST LAST

ADDRESS _____

CITY _____ STATE & ZIP _____

TOTAL AMOUNT ENCLOSED \$ _____

POSTAGE AND HANDLING PAID.
PLEASE ALLOW 6 TO 10 WEEKS FOR DELIVERY.

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10¢ PER TITLE FOR POSTAGE AND HANDLING. PAYMENT MUST BE
MADE IN U.S. CURRENCY OR BY INTERNATIONAL MONEY ORDER.

THE Archies

in "LET'S DO THE
FruitSlush™ MUSH!"

READY TO FREEZE REAL FRUIT SNACK

BOY, WHEN VERONICA THROWS A PARTY... SHE GOES ALL OUT!

IT WAS A GREAT IDEA TO HAVE A DANCE CONTEST!

MISH, MUSH! YOU'RE MUSHIN' FRUITSLUSH!
DOIN' THE FRUITSLUSH MUSH!
JUST FREEZE! MUSH! AND EAT
A FRUITSLUSH!



WELL DONE, KIDS! THE JUDGES WILL HAVE A TOUGH TIME DECIDING WHO DID THE BEST FRUITSLUSH MUSH! SO, WHILE THEY ARE CHOOSING THE WINNER, WE'LL TAKE A BREAK!



AND HERE COMES SMITHERS WITH SOME DELICIOUS FRUITSLUSH FOR US TO TRY!



I'VE GOT MINE'S GRAPE!

FRUIT-PUNCH! YUMMM!



HEY, ARCHIE!
THIS NEW
FRUITSLUSH
IS TERRIFIC!

IT SHOULD BE,
BETTY! IT'S
MADE WITH
REAL FRUIT
JUICES AND
LOTS OF
VITAMIN C!



AND THE WINNERS ARE... THE ARCHIES!



LOOK FOR IT IN THE
FRUIT SNACK SECTION
AT YOUR GROCER TODAY.



READY TO FREEZE REAL FRUIT SNACK FROM WYLER'S®

Katy & Sis in- *Come and Get It!*

STORY-
RICH PIETRZYK

SIS, I'M
HOME!

21D

KATY'S OUTFIT BY
NTARA CURRY,
WYNYARD, SASK... CAN.

SIS' FASHION BY ALLISON POTTER,

WHEW! WHAT A DAY I'VE HAD!
IT'S ALL I CAN DO TO FLOP
DOWN ON THE COUCH!

SALEM, OR.

SIS, I'M GLAD YOU
OFFERED TO COOK TONIGHT -
I CAN'T MOVE A MUSCLE!

I'M HAVING SOME TROUBLE, KATY.
THE PHONE RANG EARLIER AND I
FORGOT ABOUT THE MEAL!



SIS, IF IT'S STILL
IN THE FRIDGE -
THAT'S OKAY!

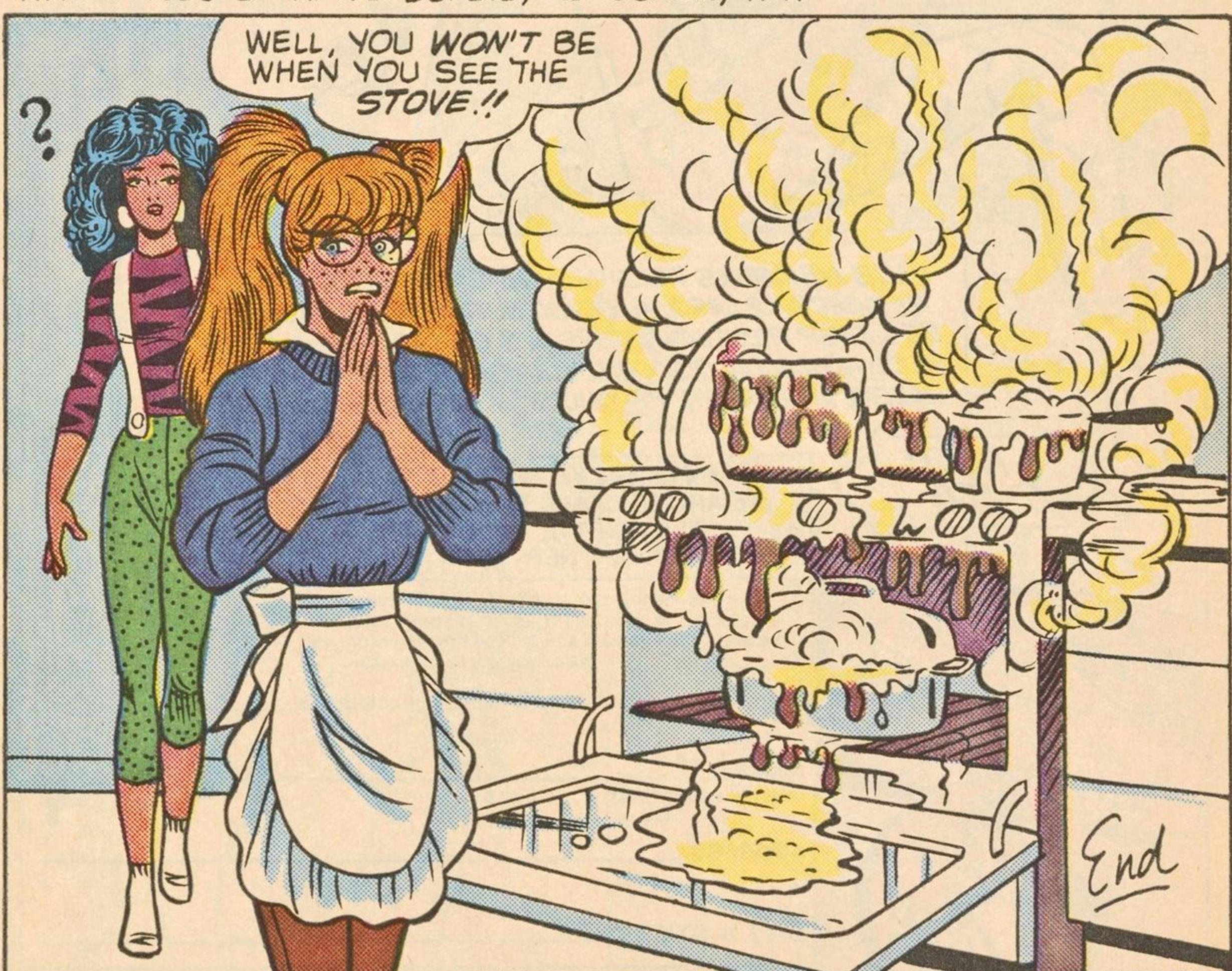
UM - NO'
DINNER'S ON
THE STOVE!

IN THAT CASE, I'M
GLAD TO HEAR IT!



HAIRSTYLES BY APRIL DUNETZ, BROOKLYN, N.Y.

WELL, YOU WON'T BE
WHEN YOU SEE THE
STOVE!!



SEND YOUR IDEAS TO: "KATY KEENE" 325 FAYETTE AVE., MAMARONECK, N.Y. 10543
GOOD DESIGNING!!

FANS! JOIN THE EXCITING **KATY KEENE** **FAIRY CLUB!**



CLUB MEMBERS RECEIVE A 25 SHEET NOTE PAD, MEMBERSHIP CARD, 4-COLOR BUTTON AND A FASHION DESIGNER PEN THAT WRITES IN 3 COLORS! YOU'LL ALSO RECEIVE SPECIAL DISCOUNT COUPONS FOR OTHER KATY KEENE AND ARCHIE PRODUCTS! ALL FOR ONLY \$3.00!

MAIL TO-->

KATY KEENE FAN CLUB
c/o ARCHIE COMIC PUBLICATIONS
325 FAYETTE AVENUE
MAMARONECK, NEW YORK 10543

BOY
 GIRL

Please enroll me in the KATY KEENE FAN CLUB.
Enclosed is \$3.00 for each membership kit ordered.
(FOREIGN ORDERS ADD \$2.00 EACH FOR POSTAGE AND HANDLING)
(OFFER EXPIRES JAN. 31, 1989)

Send me ____ kit(s). Total amount enclosed \$_____

NAME _____ AGE _____
(PLEASE PRINT) FIRST LAST

ADDRESS _____

CITY & STATE _____ ZIP _____

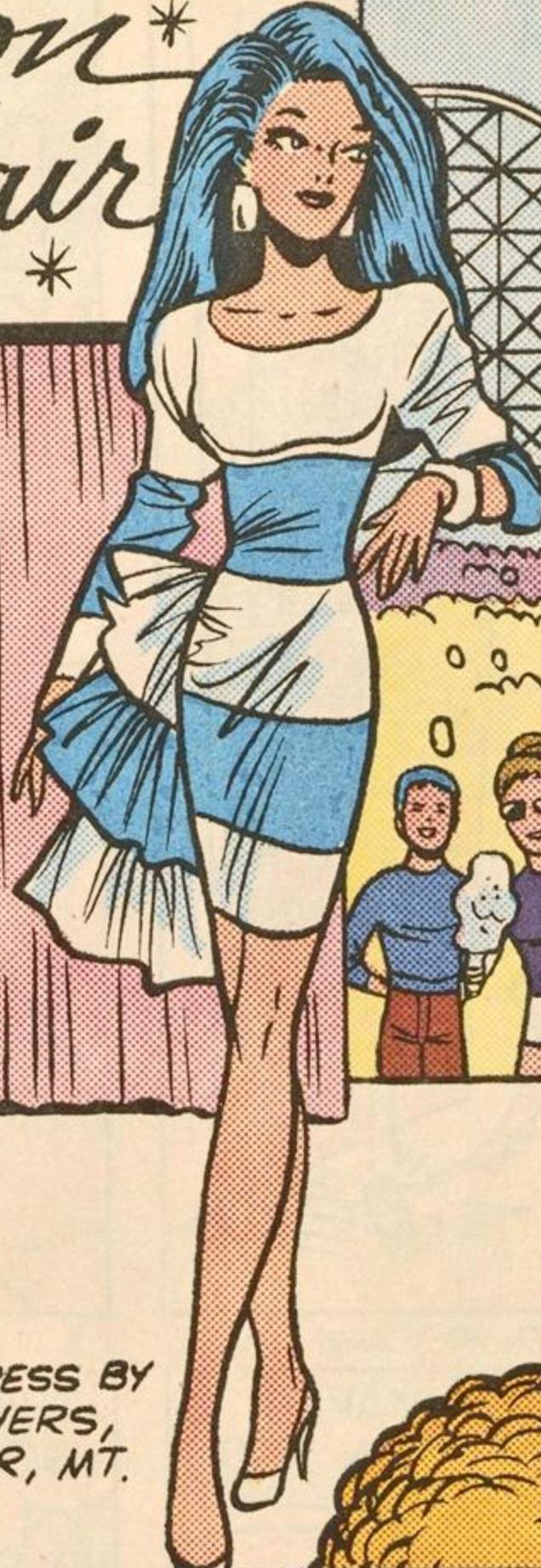
PLEASE NOTE: ALL CANADIAN AND FOREIGN ORDERS MUST BE PAYABLE IN U.S. CURRENCY,
OR BY INTERNATIONAL MONEY ORDER. PLEASE ALLOW 8 TO 10 WEEKS FOR DELIVERY.

AND THAT CONCLUDES THE
TWO O'CLOCK PERFORMANCE
OF OUR FAIR'S FASHION SHOW!

Fashion Fair



KATY'S DRESS BY
KARI MYERS,
DUPUYER, MT.



KATY! IT'S ME,
ARNOLD! HOW ABOUT
A DATE AFTER YOUR
FASHION SHOW?!

KATY, I WAS
HERE FIRST!

SCRIPT: GEORGE GLADIR PENCILLING: JOHN LUCUS INKING: CHIC STONE

KATY KEENE in "The RIVALS"

ARNOLD, WHY CAN'T THE
THREE OF US HAVE A
GOOD TIME TOGETHER?

NO VAY! I'M
NOT SHARING
YOU VIT
RAMON!!



KATY'S OUTFIT BY ELIZABETH BRANON, PRINCETON N.J.

TEST
YOUR
STRENGTH

RAMON, HOW ABOUT A
LITTLE CONTEST TO SEE
WHO DATES OUR
KATY?

YOU'RE
ON!

THIS IS RIGHT
OUT OF SOME
COMIC BOOK!





ARNOLD'S OUTFIT BY AMY DICARLANTONIO, THOROFARE, N.J.



JA! I ALSO EXCEL
IN THROWING!



A PERFECT THROW
LIKE MINE CANNOT
BE BEATEN!

OH, YES
IT CAN!



RAMON'S OUTFIT BY ANIKKE TRIER, SPOKANE, WA.

HOW ABOUT TWO
PERFECT THROWS?



NOW YOU
AND I
ARE TIED!

VAT VEE NEED IS
A TIE-BREAKER!

WHAT WE NEED
IS SOME FUN! THIS
IS ALL SO BORING!



KATY'S EARRINGS BY KAIN UI CARROLL, WAIAN.

HOW ABOUT A
LITTLE FOOD-EATING
CONTEST?

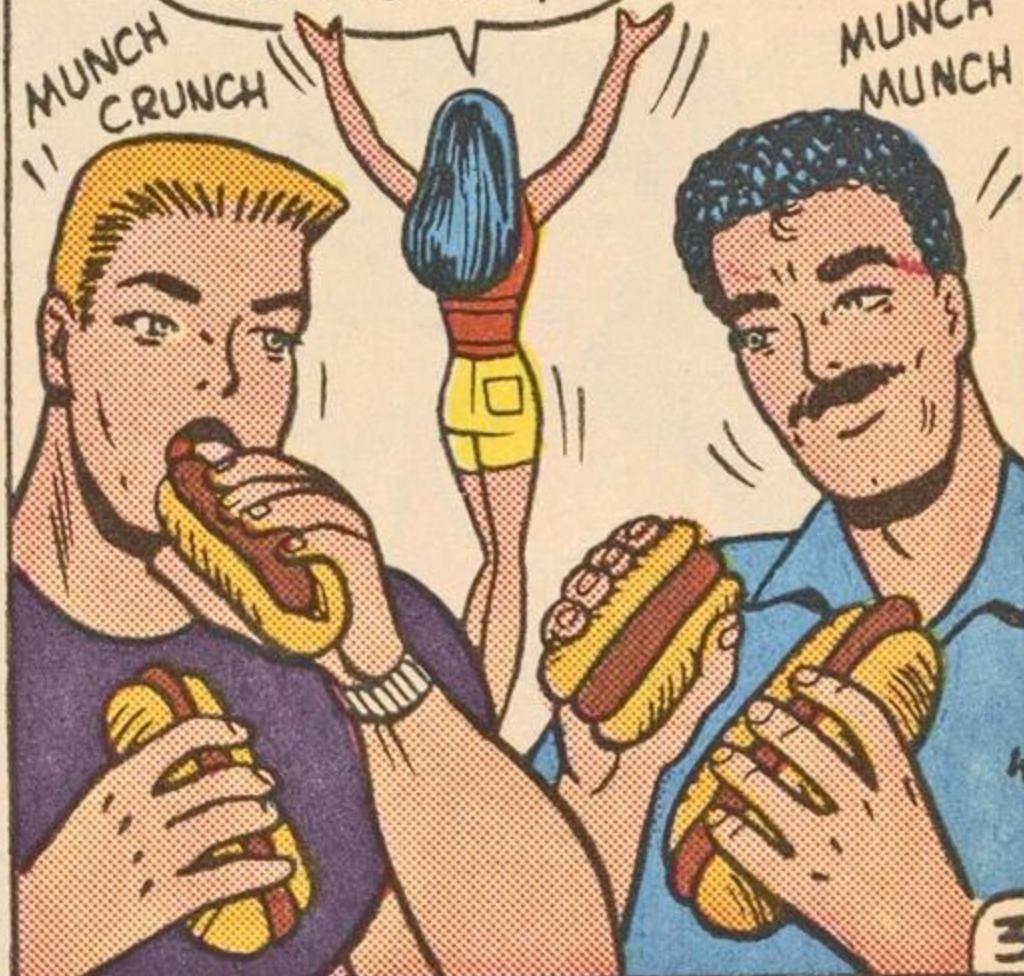
OKAY! LET'S START
WITH A DOZEN
HOT DOGS APIECE!

HOT DOGS • SODAS



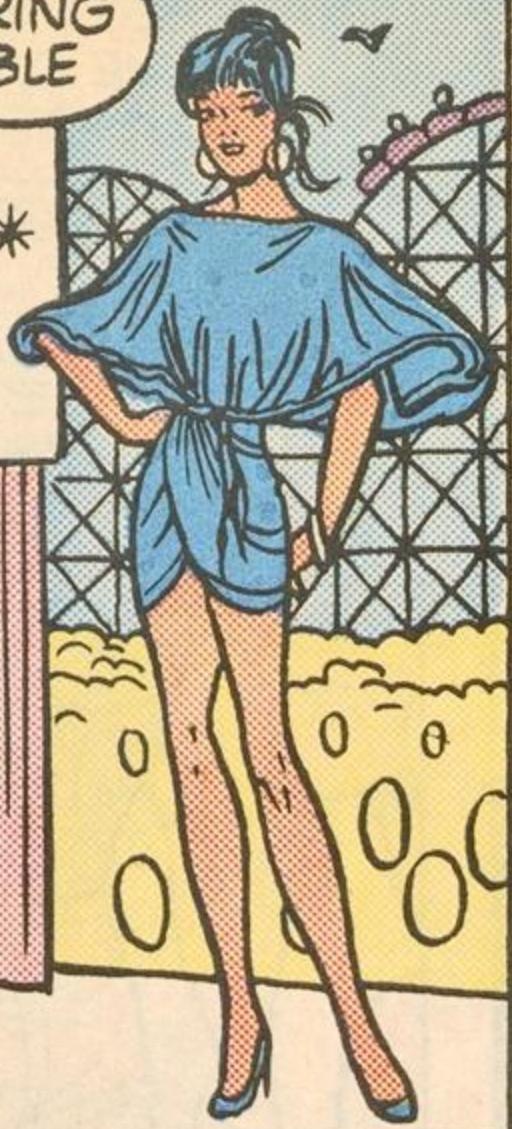
I DON'T
BELIEVE
THIS!

I HOPE THIS IS ALL SETTLED
BY THE TIME I FINISH MY
NEXT SHOW!



MISS KEENE IS WEARING
A BELTED TOGA SUITABLE
FOR BEACHWEAR!

Fair



LATER--

...AND WITH THIS
SMART T-SHIRT DRESS,
MISS KEENE CONCLUDES
OUR FOUR O'CLOCK
SHOW!

I HOPE RAMON
AND ARNOLD HAVE
COME TO THEIR
SENSES BY
NOW!



TOGA BY MELISSA HAND, LAS VEGAS, NV.

T-SHIRT BY LAURA ABRAMS, RAHWAY, N.J.

NOW HOW ABOUT
A DOZEN TACOS
APIECE? : BURP:

FINE! : BURP!: AND WE'LL
WASH THEM DOWN WITH
SOME MALTEDS!

GOOD GRIEF! THOSE TWO
BOTTOMLESS PITS ARE
STILL AT IT!

: BURP!

BELCH!



0 0 0 0

MASTER OF CEREMONIES SUIT BY DANIELLE KIVERIS, PRINCETON, N.J.

I'M GOING TO RIDE THE
ROLLER COASTER WITH OR
WITHOUT YOU TWO!

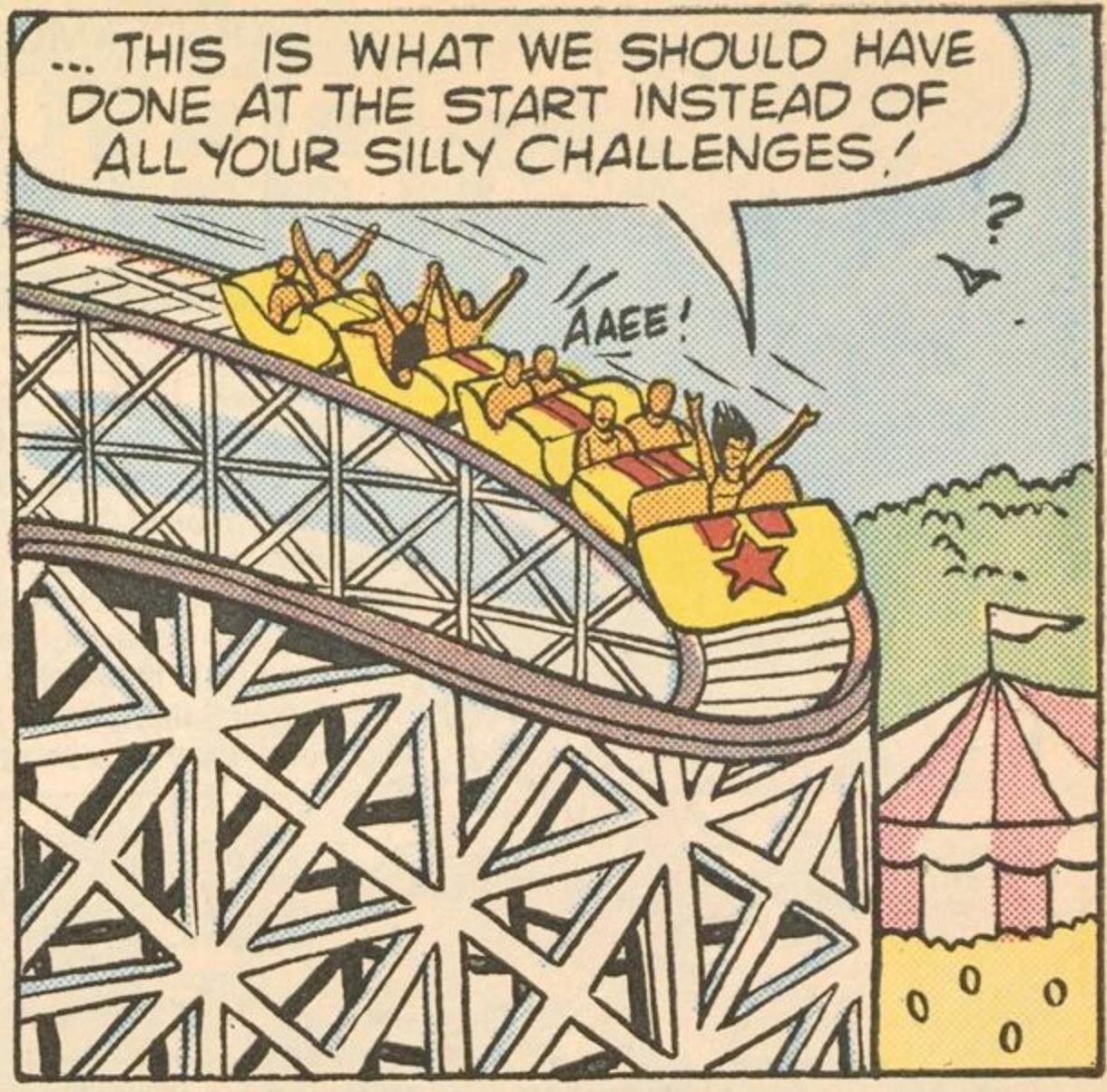


WAIT FOR ME,
DARLING KATY!

I'LL : BURP!: JOIN YOU!



KATY'S HAIRSTYLES BY
CHRISTINA WONG, CALEXICO, CA.





EARN FAMOUS NAME

EARN \$1.00 AN ITEM

PRIZES OR CASH

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Show your Sales Catalog to friends, relatives, neighbors. Anyone's a prospect! With Olympic,

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Dept. 88AC8 Enfield, CT 06082
Call Free: 1-800-777-8907...Ask for Margaret

PICK 100 SUPER PRIZES

"I'M TELLING" BOARD GAME BY PRESSMAN Sell 11 Items

WILSON ALL-STAR SOCCER BALL Sell 13 Items

SNO-SURF TUBE Sell 10 Items

SWISS ARMY KNIFE WITH SHEATH Sell 10 Items

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KODAK "STYLELITE" POCKET CAMERA OUTFIT Sell 20 Items

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MAGNAVOX PORTABLE T.V. Sell 59 Items

WILSON'S MICHAEL JORDAN BASKETBALL Sell 14 Items

BONTEMPI ORGAN Sell 26 Items

G.E. WALKIE-TALKIE SET WITH MORSE CODE Sell 17 Items

CANCUN BACKPACK BY SGI Sell 11 Items

4-IN-1 BIKE RADIO Sell 10 Items

UNISONIC "HOT NUMBERS" SOLAR CALCULATOR Sell 9 Items

BIKE GENERATOR LIGHT SET Sell 12 Items

TASCO "ROC-BINOCS" Sell 11 Items

UNISONIC PC WORLD CALCULATOR CLOCK Sell 11 Items

JKU BOX AM/FM STEREO CASSETTE MUSIC SYSTEM Sell 55 Items

KODAK "STAR" POCKET INSTAMATIC CAMERA OUTFIT Sell 13 Items

SKILCRAFT RADAR BALL Sell 12 Items

CALLIGRAPHY MARKER SET Sell 10 Items

TASCO TELESCOPE Sell 27 Items

ACADEMY NYLON BACKPACK TENT Sell 20 Items

SPARTUS STUDY CENTER Sell 28 Items

JEOPARDY GAME Sell 13 Items

3 SOUNDS BIKE SIREN WITH MICROPHONE Sell 9 Items

CARROM ACTION GAME BOARD Sell 18 Items

CANCUN BACKPACK BY SGI Sell 11 Items

VARI-FLEX "BREAKER" RADIO SKATEBOARD CONTROL CORVETTE Sell 12 Items

PARKER BROS. MONOPOLY Sell 13 Items

RADIO CONTROL TURBO LEOPARD Sell 33 Items

ART ACTIVITY KIT Sell 12 Items

PARKER BROS. NERFOOP INDOOR BASKETBALL Sell 8 Items

THE RAG BAG Sell 17 Items

G.E. AM/FM LED DIGITAL CLOCK RADIO Sell 18 Items

CHRONO-ALARM WATCH Sell 11 Items

KODAK "CHALLENGER" DISC CAMERA OUTFIT Sell 24 Items

ZIPPER CARRY-ALL BAG Sell 8 Items

GIRL'S BANGLE WATCH BY ADVANCE Sell 8 Items

COKE PHONE Sell 18 Items

X-ACTO DELUXE KNIFE CHEST Sell 12 Items

JUMPIN' JIMINY TRAMPOLINE Sell 15 Items

LEAP FROG MINI SKATEBOARD Sell 19 Items

TASCO MICROSCOPE LAR Sell 18 Items

GIRL'S AWATCH "SWITCH-EM" WATCH Sell 18 Items

DELUXE UNO CARD GAME Sell 8 Items

ARMITRON CALCULATOR ALARM WATCH Sell 10 Items

TURBO RACE SET Sell 18 Items

SPIN FISHING OUTFIT Sell 21 Items

G.E. STEREO AM/FM CASSETTE HEADSET PLAYER Sell 22 Items

TWO-MAN BOAT KIT Sell 21 Items

STEMLER GLASS BOW ARCHERY SET Sell 19 Items

LATCH HOOK SET Sell 10 Items

ESTES ELECTRIC LAUNCH ROCKET KIT Sell 18 Items

SPALDING TENNIS SET Sell 15 Items

HOUSEHOLD BATTERY CHARGER Sell 12 Items

AT&T CORDLESS TELEPHONE Sell 73 Items

"FREEWHEEL" BMX BICYCLE Sell 85 Items

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7 DAYS A WEEK, including Sunday**

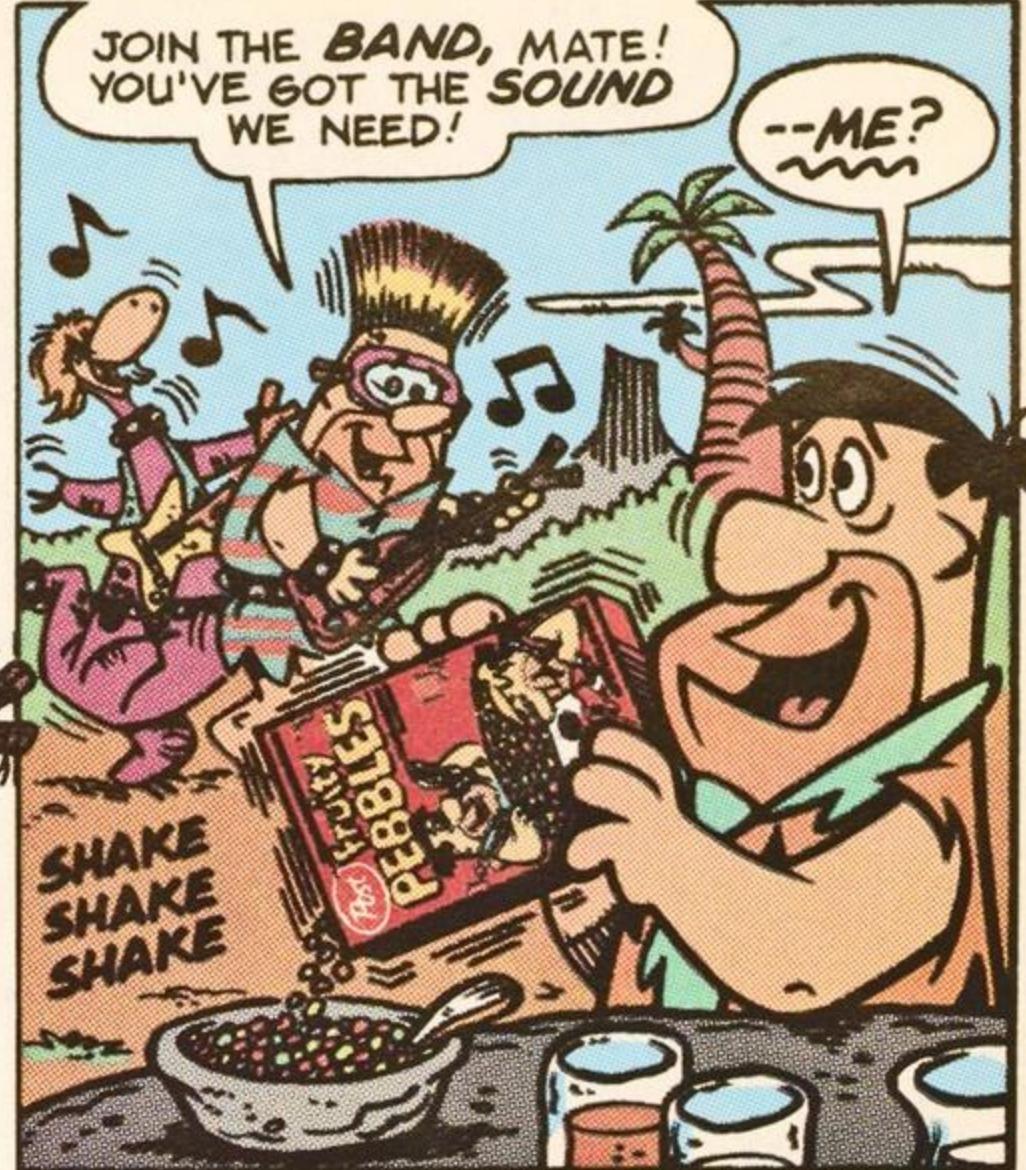


**Ask for
Margaret**

**She or another
CAPTAIN "O"
operator is waiting
to rush your name,
address and ZIP
CODE to us.**

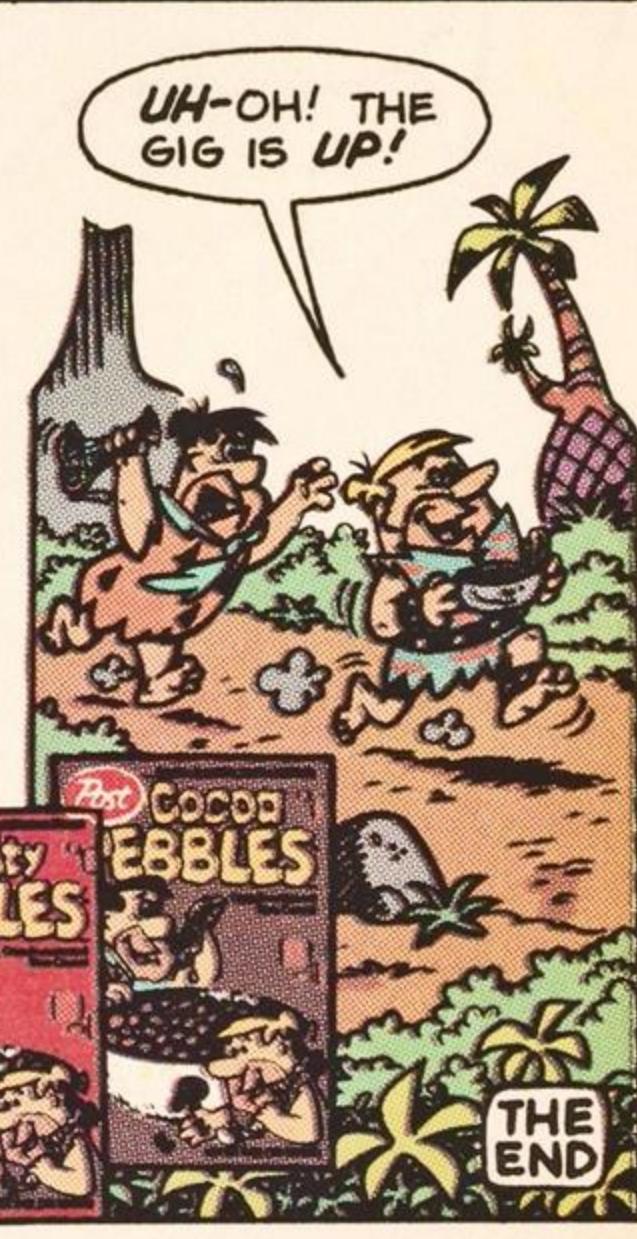
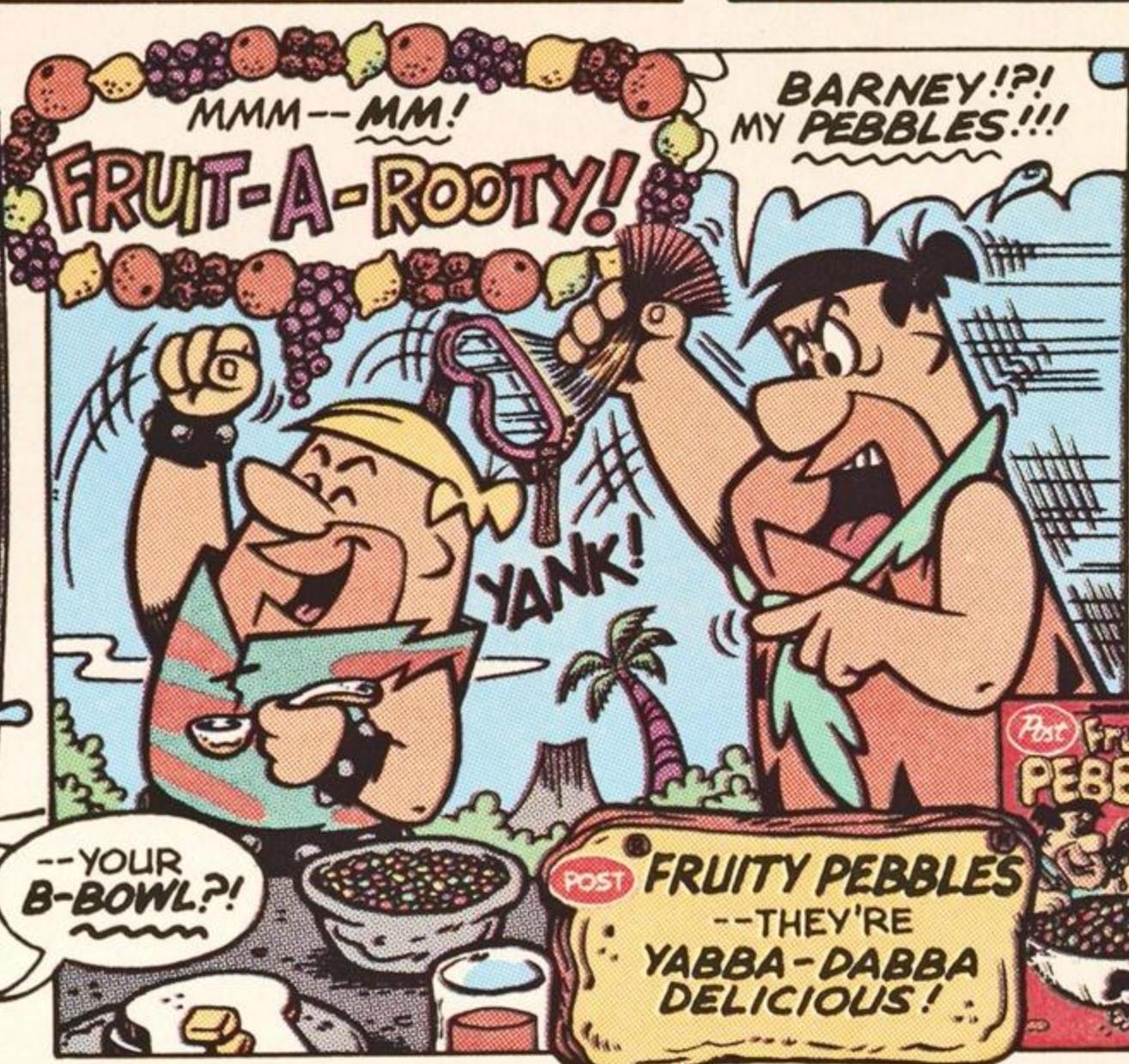
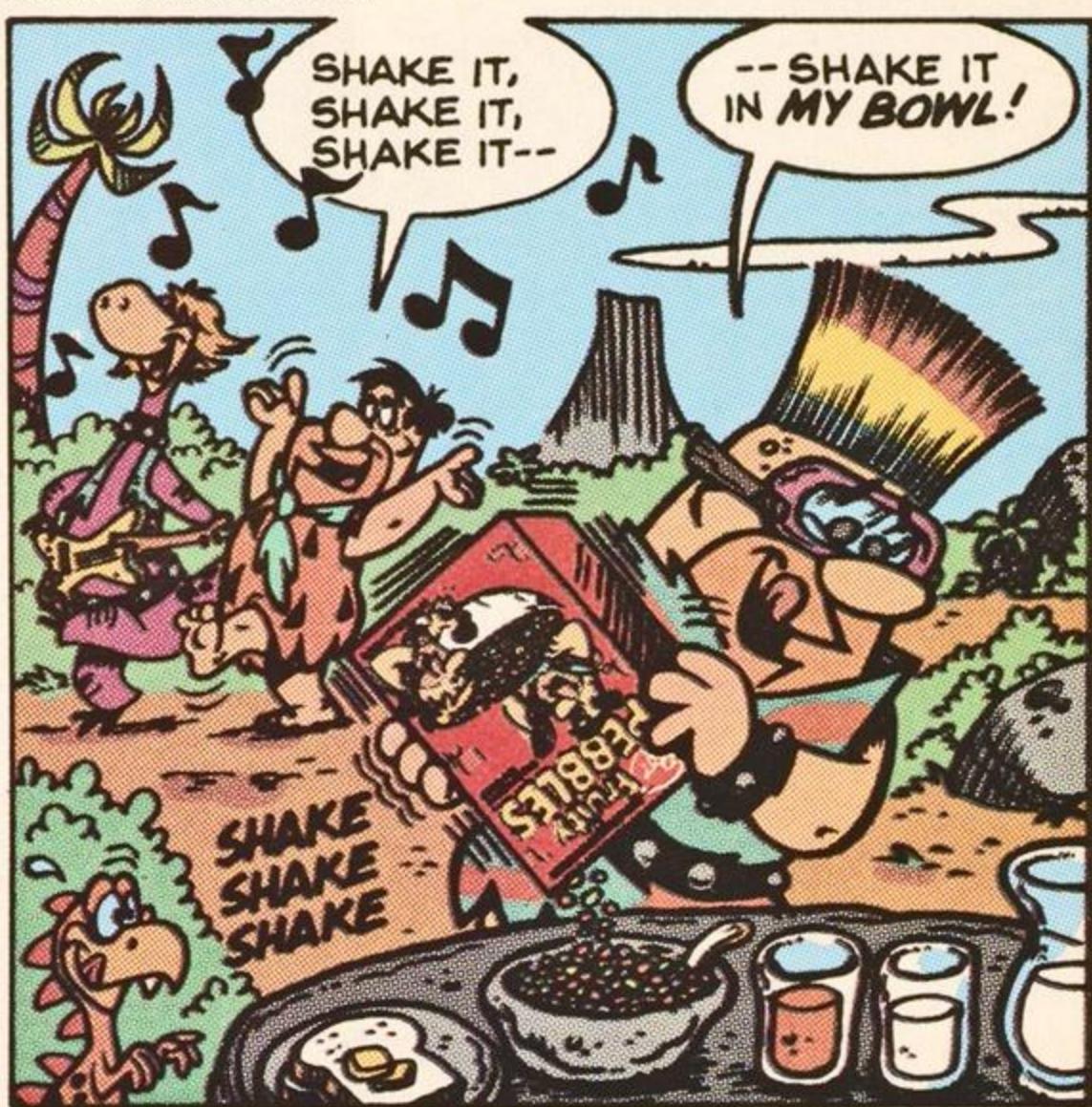
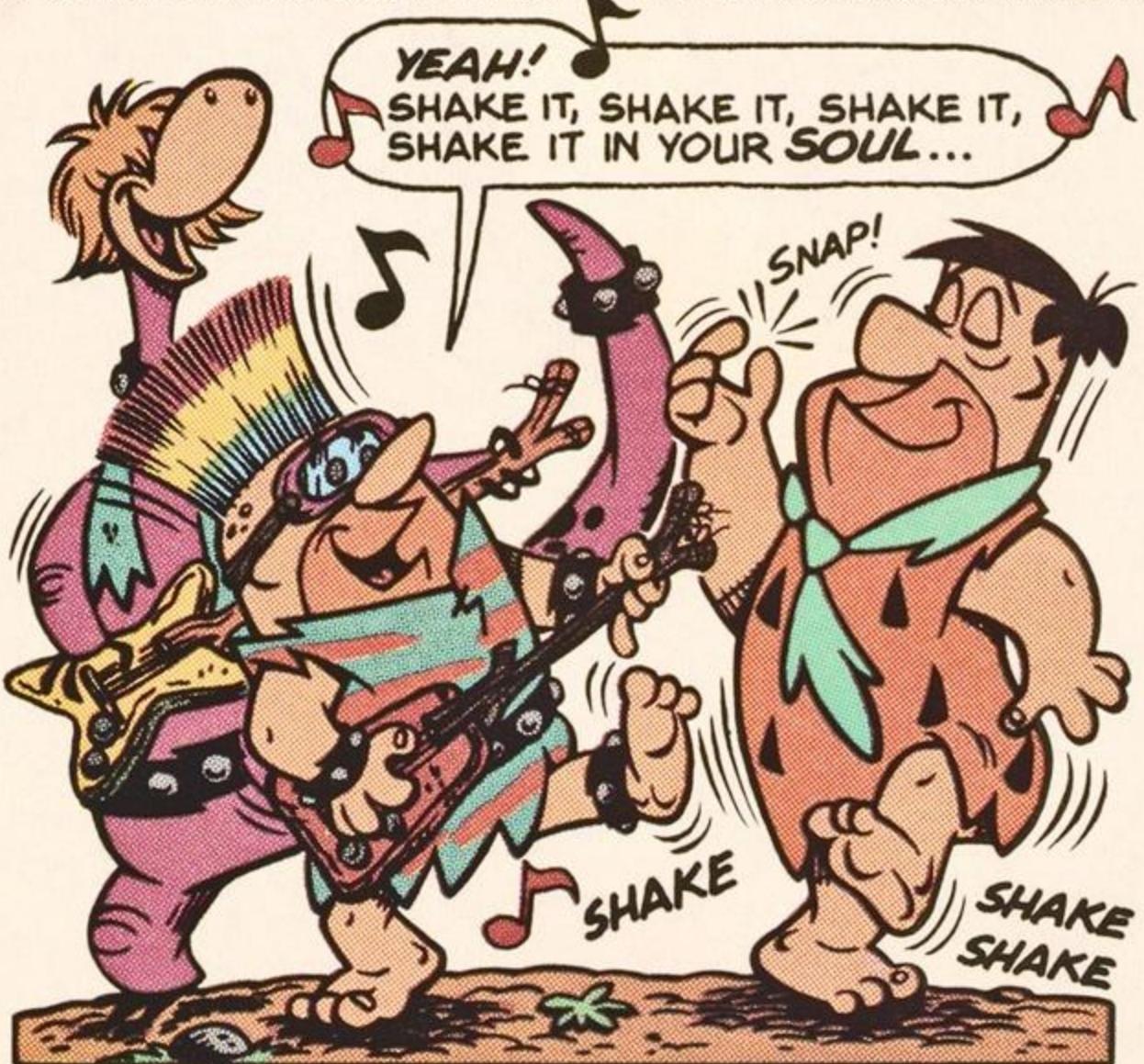
*** PLEASE...operators can take
name and address only...
CANNOT answer
questions.**

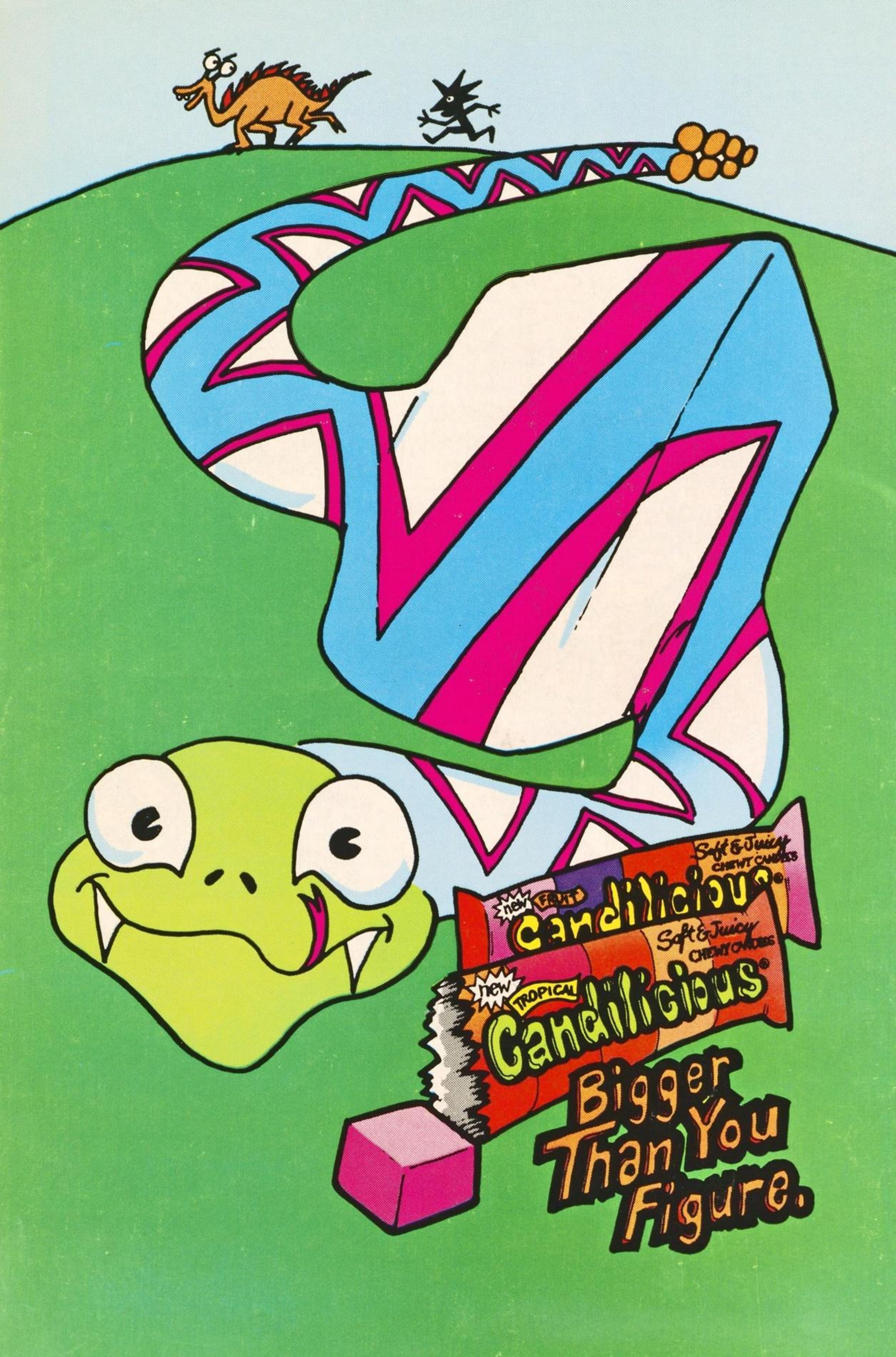
POST PEBBLES CEREAL PRESENTS
**BED ROCKIN'
 SHAKEDOWN**
 WITH FRED FLINTSTONE
 AND BARNEY RUBBLE!



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THE FLINTSTONES ©1988 HANNA-BARBERA PRODUCTIONS INC.





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Than You
Figure.

new FLAVOUR
TROPICAL
Candilicious
Soft & Juicy
CHEWY CANDIES